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How Papers Cope
With Tax-Filing Burden

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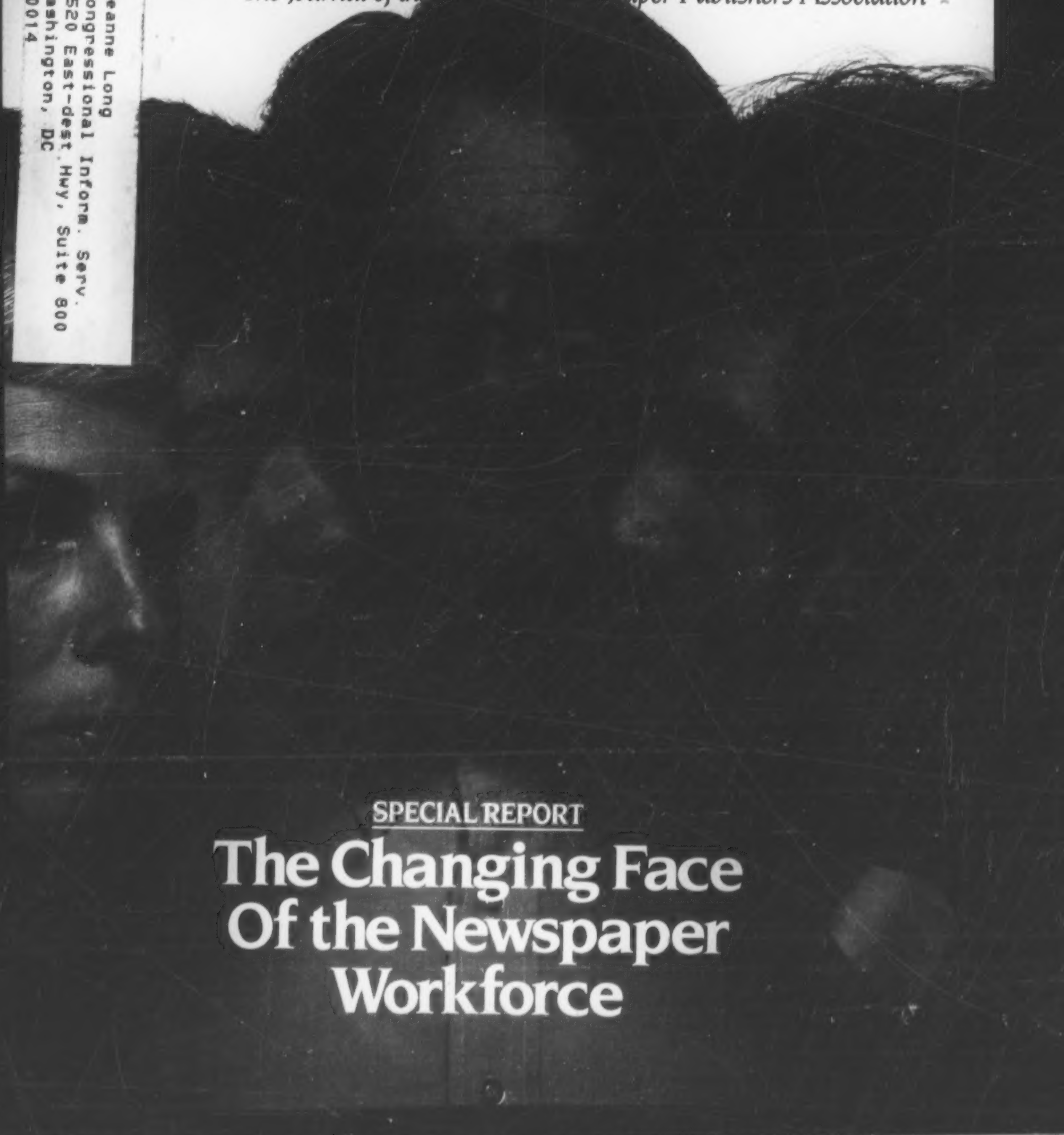

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CHAIRMAN'S CORNER

ANPA, Constitution anniversaries will merge at Convention

By now I expect each of you has received, completed and returned your registration forms for the 1987 ANPA Convention in New York City. We need those registration forms back no later than March 30.

This year's Convention promises to be exciting, entertaining and informative. It is focused on two important anniversaries–the 100th anniversary of ANPA and the 200th anniversary of the Constitution of the United States. Our theme this year is: "The Blessings of Liberty: The Next Hundred Years."

Your Convention Arrangements Committee, chaired by David Laventhol, president of The Times Mirror Co., has been hard at work for nearly a year creating and developing an event that is commemorative in nature yet at the same time relevant to the future of our newspaper business.

Alvah H. Chapman Jr.

Because of the special nature of this 100th Anniversary Convention, activities will begin a day earlier than usual. Opening ceremonies will be Sunday, May 3, at Castle Clinton in Battery Park on the southern tip of Manhattan. The site provides a spectacular view of the Statue of Liberty in the harbor and is an appropriate location for the start of this meeting. New York Gov. Mario Cuomo has been asked to welcome ANPA conventioneers to New York, and President Reagan has been invited to speak at these opening ceremonies.

Also on Sunday, ANPA will operate "expert centers" near the registration area in The Waldorf-Astoria's Hilton Room. Information will be available there on labor and personnel matters, technical operations, legal/postal/government affairs, advertising, marketing, and literacy. Expert staff and committee members will be available to answer your questions and to provide advice. These centers have been successful in the past in providing members one-on-one sessions on specific issues.

More general matters of interest to our business will be covered in the various Convention sessions. Some of the topics include: the drug problem, minorities in our industry, and the future of retailing and advertising. There also will be a special panel discussion on the next 100 years.

A Fred Friendly seminar will be conducted on "The Balance of Power." Former Sen. Gary Hart and Sen. Robert Dole will exchange ideas, and other speakers such as former Presidents Carter and Ford have been invited to speak at the various meal functions.

As you can see, David Laventhol and his committee have developed an especially interesting program for this special Convention. I hope you and your executives will participate. I know that there are many demands on our time, but I feel these annual meetings are important for us as individuals and as newspaper people. I am certain we will leave New York better informed than when we arrived and better prepared to face the challenges that lie ahead for the newspaper business.

I look forward to seeing you there.

Alvah Chapman

Alvah H. Chapman Jr.
ANPA Chairman and President

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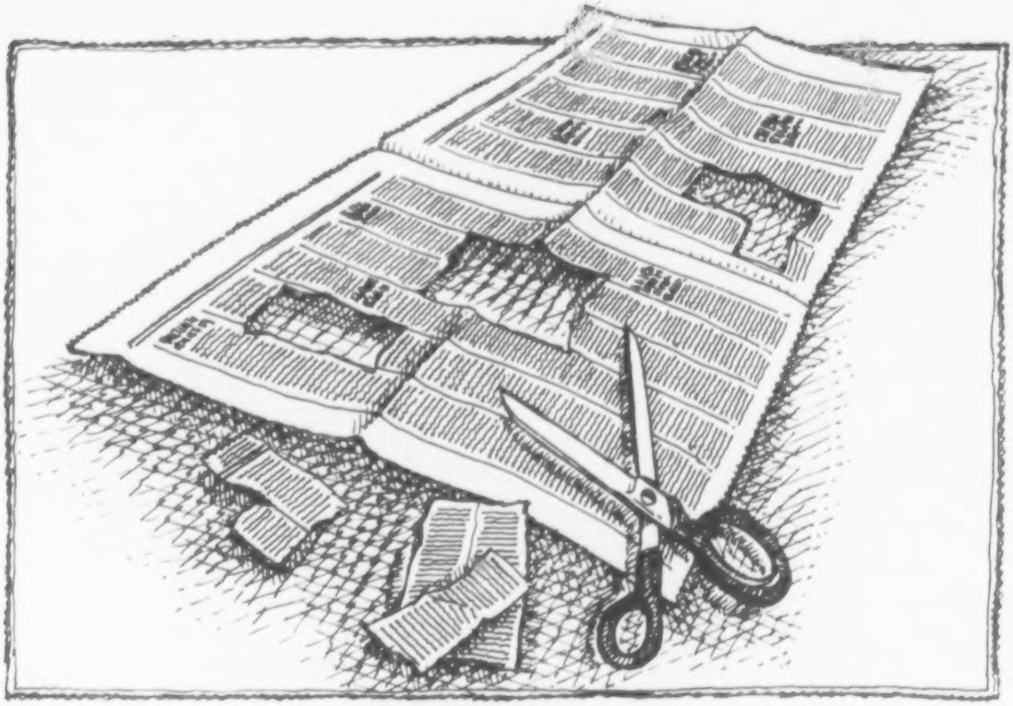

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Taxing Position

For some newspaper companies, satisfying the IRS *and other tax authorities is a year-round job*

BY MARY A. ANDERSON
presstime staff writer

If you think your personal 1040 form is complicated, you should see what Christopher W. Baldwin does to satisfy the Internal Revenue Service and state tax collectors.

Baldwin, director of taxes for Gannett Co., has a staff of eight accountants and other specialists to file the company's numerous tax returns, including 300 state income tax returns. "Sometimes, the list seems endless," he says.

The company's federal income tax return is "the size of a major metropolitan phone book," he says.

This year, Gannett will pay $230 million in income taxes, according to Baldwin's projections–$200 million to the federal government and $30 million to the states and localities.

Because of its size, Gannett gets routine, annual audits that are conducted by the "Large Case Group," in IRS parlance.

Gannett is by no means alone. The Tribune Co. of Chicago and The New York Times Co. are among other large newspaper companies that provide permanent office space to accommodate the IRS agents, every year, all year.

LIVING WITH THE IRS. The arrangement is normal for any of the country's largest companies that meet certain criteria set by the IRS. The agency selects companies for the extra scrutiny through application of a point system that assesses variables such as gross assets, gross receipts, number of subsidiaries and diversification, as well as the estimated amount of IRS manpower needed for an audit, says IRS spokesman Roderick P. Young.

"The IRS has a presence indefinitely" in any large company, says Timothy J. McCormally, tax counsel for the Tax Executives Institute in Rosslyn, Va., an information-sharing organization of more than 4,000 corporate tax officers in the United States and Canada.

The IRS calls it the Coordinated Examination Program. Agents work on rotation, so they are not with any given company longer than about two years at a time, "to keep them fresh and avoid any implication of [companies] cozying up to the IRS," McCormally says.

"We have a similar situation to what Gannett has," says Theodore D. Novak, tax manager for the Tribune Co. "Every year, we are audited. The IRS comes in . . . and we give them a room. They call in specialists, depending on the circumstances."

What's it like to live with the IRS? "You find out they're human. And in the situation, you develop a working relationship with the individuals. You find there are sometimes ups and downs with it. I find we get along with them very professionally," Novak says.

Baldwin agrees. "You develop a rapport and a relationship with them that's professional and try to respond to their requests for information," he says.

But that effort can be "frustrating at times," says Thomas H. Nied, who directs a staff of 10 professionals in the taxation department of The New York Times Co.

"The IRS has been here permanently for the past five years," he says. "They're distracting. They're demanding a lot of time and effort to respond to their questions."

At any given time, there are from one to five IRS agents auditing Times Co. returns for different periods of time. It takes about a year for the IRS to audit one year's returns.

"For the 1982-1984 cycle, we have received close to 200 questions in writing from the service. Many of those questions are 3- to 10-part questions," Nied says.

Gannett provides an office for up to three IRS agents in its Rochester, N.Y., offices, and another office for an unending stream of state tax collectors–one state at a time--at the company's headquarters in Arlington, Va.

Smaller newspaper groups and independent papers still turn to certified public accountants and outside attorneys for help with their taxes.

But as more and more newspaper companies have grown through mergers and acquisitions, they have added staffs of up to 10 professionals to do their tax filings, which become more voluminous and seemingly more complex with each passing year. These staffs of in-house tax experts, long familiar to some other industries, are fairly new to newspapers.

The New York Times Co. began its in-

Gannett's Baldwin oversees the filing of federal and 300 state returns.

house tax service about 17 years ago. But the level of expertise has changed significantly since then.

"If you go back 17 years, The New York Times was just a newspaper. [The tax department] used to be a clerk. As the company has grown and made acquisitions, and expanded into different taxing jurisdictions, we have drawn more attention from the [Internal Revenue] Service. Today, we have attorneys, and 'Big 8' accountants"–people once employed by the eight leading accounting firms–"staff the tax department," Nied says.

NEW TAX LAW. In general, auditing issues of the 1980s have concerned investment tax credits and the adjustments to book income (pre-tax, net income from domestic operations) in calculating taxable income, says Gannett's Baldwin.

But changes in the federal tax law enacted last year have brought new challenges to newspaper tax departments.

Publishing, and newspapers in particular, are among the winners in the latest tax restructuring, according to a December 1986 analysis by the investment firm Shearson Lehman Brothers. The trade-off in the 1987 tax year will be lower overall tax rates for newspapers, traditionally one of the highest-taxed industries, in exchange for elimination of numerous tax preferences [**presstime**, Oct. 1986, p. 12].

Newspapers' taxable income will increase because of the loss of investment tax credits, the loss of some deductible expenses, new capitalization rules and the alternative minimum corporate tax. But the new tax rates, with projected reductions of about 5 to 10 percent over the next two years, should more than compensate, experts say.

Nonetheless, the changes make newspaper tax returns more complicated than ever. As if tax specialists for newspapers were not busy enough.

"There are busy times and there are busier times," says Gannett's Baldwin. "There are no times when there's a down period. There used to be peaks and valleys in the tax practice, but that's not true around here, with the acquisitions and the dispositions. There are no lulls. I think in the future, for 1987's return and beyond, we will probably have to expand the staff to meet the new record-keeping requirements."

Novak says the Tribune Co.'s 1985 federal return was about 1,000 pages. The firm paid about $108 million in state and federal income taxes for that year.

This year, "Due to the complexity of the tax law, the tax file is getting thicker," he says, adding, "I could always use more" than his current staff of six to process the multitude of corporate tax returns.

"For the 1982-1984 cycle, we have received close to 200 questions in writing from the (IRS)."

Thomas H. Nied
The New York Times Co.

Nied says he does not plan to expand his staff of 10 at The New York Times Co., which prepared state and federal income tax returns totaling about $99 million for 1985 and expects to pay about $123 million for 1986.

Nor does Knight-Ridder Inc. plan to expand its staff of four tax professionals. However, the new tax law will necessitate some expansion of computer capacity, says Paul Youngren, assistant vice president of taxation.

STATE TAXES. The IRS may be looking more closely at newspapers, but newspapers are *definitely* looking more closely at the state tax implications of the new federal tax law.

"Generally, our members are becoming more and more attuned and active in the state tax area," says McCormally of the Tax Executives Institute. "With lowering of the federal tax rate and states becoming more aggressive, the importance of state taxes has increased tremendously. So, for those with a large dispersion of properties, that could have significance."

State tax authorities have been auditing Gannett more frequently in recent years, a development Baldwin attributes to the high profile of USA Today. "Generally, states are more aggressive with us because we are more visible," he says.

Most states also are redesigning their tax codes to adjust to the revisions in federal tax law, and some states are seeking to use the federal changes to broaden their tax bases. Some current state legislative proposals call for elimination of the exemption of newspaper circulation sales from sales taxes, or extension of the sales tax to sale of advertising services. (See story, p. 56.)

State returns also make up the greatest bulk of newspaper tax filings, while accounting for a small fraction of the total tax burden. When a company has several properties or subsidiaries in one state, it must file a separate income tax return for each.

The Knight-Ridder staff files between 250 and 275 state income tax returns, in addition to other state tax returns and, of course, the federal return, according to Youngren.

Moreover, each yearly return is preceded by quarterly estimated tax reports. By the time state returns for property, sales and payroll taxes are added, most of the largest newspaper groups must file thousands of returns and other tax-related documents.

GETTING TOGETHER. To help keep pace with the ever-changing world of taxation, Nied of the Times Co. and Baldwin of Gannett formed a media tax group about six years ago. The informal group initially had about 12 members. Now, 60 to 80 tax specialists representing a variety of media companies join in the meetings, usually following semiannual meetings of the Tax Executives Institute.

"It has brought together the tax people from the major media companies, not just newspapers, to share similar experiences," says Nied. "The group . . . tries to make sure that members of the major industry organizations do not act in direct conflict with the media group as a whole. We try to make the effort as consistent as possible."

Among the tax departments of large media firms, Baldwin believes Gannett's may have the highest public profile, partly by virtue of the move of Gannett corporate headquarters to the Washington, D.C., area. "We're just more active in the whole broad spectrum of taxes," he said. Baldwin, for example, has testified on tax legislation before the House Ways and Means Committee and at IRS hearings on regulations.

"I would hope that we're leaders in every facet of the tax administration and tax departments of newspapers," he says.

"I don't like to think of us as just a compliance shop, just cranking out returns. We handle research, planning management on tax-related matters and answers to tax questions dealing with the company's benefit plans," in addition to analyses of the tax implications of acquisitions, he says. "I like to look at us as a full-service tax department . . . providing the whole gamut of tax planning, tax work, administration, et cetera."

Baldwin runs a centralized tax department, meaning that all income tax preparation for Gannett properties occurs in his office. "They supply us with financial information through a year-end financial package and year-end property package," he explains.

Gannett uses its own computers to consolidate and prepare the final returns, as does Knight-Ridder. But some other companies, such as the Tribune Co. and the Times Co., consolidate information from subsidiaries, then use an outside computer service, called Fast-Tax, based in Dallas.

"We have a computer in house, but we still use the Fast-Tax system to do the federal return," says Nied. "At present, I think the Fast-Tax system with some refinements could be the ultimate tool we would use in preparing the federal tax return."

"We're dealing with federal tax changes, and presumably up to 50 states. If we go totally in-house, we must hire a programmer who, every time there's a change in the law, must calculate the program to accommodate the changed law," the Times Co. tax specialist adds.

McCormally of the Tax Executives Institute agrees with some of the newspaper tax directors that vendors such as Fast-Tax are better equipped to accommodate tax changes faster than can individual corporations, despite the growing trend to do more tax preparation in-house.

For the Gannett operation, Baldwin disagrees. "Fast-Tax doesn't offer enough more than what we can do here, to consider them," he says. But he speculates that the company would consider an outside service if it developed a much more sophisticated capability.

However, even its sophisticated system hasn't always helped Gannett when dealing with some tax authorities. On several occasions since he became tax director in 1979, Baldwin has been called to smooth things over with a local sheriff, padlock in hand, or other authority intent on collecting taxes by seizing assets or closing a newspaper or broadcast station. The Gannett executive tells authorities in such instances "that we want to be good corporate citizens" and will pay any taxes due them.

Generally, he says, such misunderstandings arose because the local authorities believed they were only dealing with one small business, not realizing that taxes would be paid through Gannett corporate offices. The threats stopped after they learned they were dealing with a much larger company, he says.

"Those incidents are less prevalent now than they were back when I first started," says Baldwin. As Gannett refines its tax-filing procedures, he says, "It's a constant evolution and, hopefully, the change has been for the better." ☐

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Database Searches

Newspapers make big strides in supplementing reporters' legwork by plugging into computer-based, on-line services

BY C. DAVID RAMBO
presstime staff writer

With deadline fast-approaching, editorial writer Doug Manship Jr. of the Advocate and State Times of Baton Rouge needed the first names of six Soviet dissidents. His background material in hand listed only last names. Using a computerized database, the newspapers' library came up with the information in about 20 minutes.

A reporter for the Daily Press and The Times-Herald of Newport News, Va., asked his newspapers' library to check candidates for the job of city manager. An electronic search again proved valuable. "In one case, we found that the guy had been fired from his job" in another city, says Theresa M. Hammond, director of library services.

And at The Washington Post, coverage of the Iran arms controversy has been supported routinely by skillful, on-line background checks–particularly when unfamiliar names have surfaced. "As soon as a character's name pops up, we do a search on him to see what he might be involved in," explains Kathy A. Foley, deputy director of information services.

Citing these and other examples, many newspaper researchers and editors say computer databases comprise one of the best research tools since the advent of encyclopedias. More newspapers are subscribing to commercial databases and using them in a greater variety of ways. All the while, the number of database offerings continues to grow.

"I wouldn't want to do without" the capability of on-line searches, says Don Buchanan, managing editor of the State Times in Baton Rouge. "It would slow us down, and our stories wouldn't be nearly as detailed."

"A lot of the databank searching is really bread-and-butter stuff" leading to better, in-depth stories that offer more perspective, says Jim Hunter, librarian of The Columbus Dispatch.

> *A lot of the work "is really bread-and-butter stuff" leading to better, in-depth stories.*

Such services can be expensive, however. In fact, the librarian of one large daily says the paper lately has spent upwards of $30,000 a month on them. "I would hate to be quoted on that, because I'm not sure management knows how much we're spending," the librarian says. Experts say costs may drop in the future as database companies make use of compact disk technology for storing data.

Basically, on-line databases are extensions of a newspaper's own library or, to use a dying term, the newspaper morgue.

There are dozens of such services. Researchers gain access to them by using a computer terminal linked by phone lines to the database. Virtually any kind of information can be retrieved and in various forms—from bibliographic notations to abstracts of articles and even full-text versions. Librarians usually have a printer attached to their terminals for making printed copies of information that appears on the screen.

SURGE IN USE. There are no comprehensive data on the number of newspapers subscribing to database services. However, a survey conducted last spring in conjunction with the Special Libraries Association's Newspaper Division—the largest organization of newspaper librarians—indicates use is growing substantially.

According to the survey, at least 80 newspapers use on-line services. A similar study in 1984 showed only 39 subscribers.

About one-third of the 80 spent between $1,000 to $10,000 a year on database services. The rest were about evenly divided into groups spending between $10,000-$20,000, $20,000-$30,000 and more than $30,000.

The Columbus Dispatch's Hunter, who coordinated the recent survey, says questionnaires were sent to 456 librarians at about 300 newspapers; 168 librarians representing 155 newspapers responded.

Not only has there been an increase in the number of newspapers using commercial services, there also has been an increase in the variety of uses.

For example, the SLA Newspaper Division studies show the business and news desks make the most requests for on-line searches. But experts report increased interest coming also from such areas as the features desk.

Scott Demuesy, Daily Press and The Times-Herald

Librarian Hammond and Newport News business reporter Matthew Sherrin gather information from computerized database.

Anne C. Leggett, library director of the Baton Rouge newspapers, says the Advocate's music critic requests advance information on shows he reviews on visits to New York. And profile writers make good use of biographical information on out-of-town celebrities. Facts gleaned from such a wide variety of sources might not be available by perusing local clips or other limited print resources, she adds.

Diane C. Mirvis, chief librarian of Syracuse Newspapers, says a study of database usage at her newspapers between August and December 1985 showed that the city desk and its staff of reporters accounted for the largest numer of on-line requests—33.6 pecent of the total. Others were the business desk (19.7 percent), the lifestyle desk (13.27 percent), sports desk (12.94 percent), the news bureaus (7.8 percent) and the editorial department (6.8 percent).

Another frequent user was found to be newspaper management. The front office routinely seeks such things as information on vendors and other companies for corporate reasons, and profiles of pebple for personnel and business reasons. Management also uses the *Official Airline Guide* database, which allows newspapers to check schedules and car-rental rates and even to book reservations.

"Use patterns" can be misleading, however. They can change as the mix of employees in the newsroom changes, Mirvis says.

"It really depends on the research style of the editor heading that department and the research style of individual reporters," she explains. Some reporters never consult the library, she says, regardless of whether they might benefit from a routine check of periodicals or a detailed on-line search.

FAVORITE DATABASES. Regardless of how many different kinds of database requests a newspaper may generate, there is an ever-expanding plate of on-line services from which to choose. There are literally hundreds of individual services available, and more are being introduced all the time.

In addition, many of the services are constantly expanding their menu of individual offerings. Experts say there is no single database that will meet all needs. That is true, they say, even though some services overlap through arrangements called "gateways," in which one program offers access to other databases.

Nevertheless, a handful of services are proving to be particularly popular among newspapers. According to the 1986 SLA Newspaper Division survey, the most widely used is Nexis, produced by Mead Data Central of Dayton, Ohio.

Nexis has a huge offering. Full texts and abstracts are available from at least 15 newspapers including The New York Times, The Washington Post, The Christian Science Monitor and American Banker; at least 33 consumer and specialty magazines such as Business Week, Forbes, Aviation Week & Space Technology, and Oil and Gas Journal; at least 10 wire services including the Associated Press, United Press International, the PR Newswire and Xinhua (New China) News Agency; at least 42 newsletters such as McGraw-Hill's Biotechnology Newswatch; the Federal Register and other government documents; and the Associated Press Political Service containing information on congressional and gubernatorial candidates. The list goes on and on.

Charges for the services are almost as diverse as the offerings. For example, in the case of Mead Data Central, there are four charges that make up the final user bill: a monthly fee, either $50 or $125 depending on the services subscribed to; a basic telecommunications charge, either $17 per hour using WATS lines or $12 using any one of the three dedicated data-carrier lines—Meadnet, Telenet or Tymnet; "connect time" to the service's mainframe computer, $20 per hour; and a $9-$23 "search fee."

There are hundreds of individual services available, and more are being introduced all the time.

In addition, a hard-copy printout or copying the computerized data on a magnetic floppy disk costs 2 cents per line of text.

The SLA study shows that other most widely used services are:

- Dialog Information Services Inc. of Palo Alto, Calif., providing more than 200 bibliographic databases on many subjects.
- Vu/Text Information Services Inc., a Knight-Ridder subsidiary in Philadelphia, offering access to files of at least 35 newspapers, the Associated Press, an encyclopedia, various business and finance databases, maritime-related information, Canadian news sources, international news and even recipes. Vu/Text also sets up and maintains newspapers' electronic libraries.
- Dow Jones News/Retrieval Service, giving access to files of Dow Jones publications including The Wall Street Journal and to extensive information on business, government and the courts.
- DataTimes, offering access to files of a number of newspapers for which DataTimes' parent company–Datatek Corp., a subsidiary of Oklahoma Publishing Co. of Oklahoma City–has set up automated library systems. DataTimes and Dow Jones News/Retrieval Service recently entered into an agreement by which the Dow Jones service will be available through DataTimes.
- Info Globe of Toronto, offering stories from The Globe and Mail of Toronto and used mainly by Canadian newspapers.
- An online database of the Canadian Press, the Canadian news cooperative.

A big factor to consider in selecting databases is cost. "It really must be cost-effective," says Mirvis of Syracuse. She tests systems extensively before subscribing to them and has dropped some after buying them because their worth did not pan out.

In some cases, databases can help newspapers cut costs. "Some things on Dialog are full text from (publications with) subscriptions costing $400-500 a year," notes Hammond of the Newport News newspapers. For publications consulted relatively infrequently, it is easier and cheaper to use Dialog

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than to keep buying the annual print-version subscription.

Leggett of the Baton Rouge dailies, which subscribe to Nexis and DataTimes, says newspapers have the option of researching databases to which they do not subscribe by contracting with an outside source, perhaps an educational facility. For example, the Lousiana State University library in Baton Rouge subscribes to some databases that the newspaper does not have. Calling on those services "supplements what we can do in-house," Leggett says.

SEARCH SKILLS REQUIRED. Each service comes with its own set of passwords and computer commands. Because of the complexity and sometimes stiff fees, the most effective way to use on-line databases is to limit the searches to expert researchers who have become computer-keyboard virtuosos.

The experts at most newspapers are the same librarians upon whom reporters relied in pre-database days for research assistance. Reporters and editors generally are told to keep their hands off the equipment.

"Our attitude is we can do it better and cheaper," says Foley of The Washington Post. An exception at the Post is that some desks employ their own qualified researchers who are allowed to perform searches.

Another exception common to many newspapers is to allow reporters and editors freedom to peruse their newspaper's own electronic files if the system is so equipped. In many cases, the journalist can use his or her own video display terminal to do so.

Mirvis says the Syracuse Newspapers are working on a system intended to simplify searches. The goal is to make all on-line work as easy as gaining access to the newspapers' own files. Completion of the project is "down the road," however. Mirvis adds she is not yet sure how liberal the newspapers are going to be in allowing editors and reporters to use it on their own.

For now, she and her staff maintain tight vigilance on the systems. "I use that database as just another tool in my library," she says, and the library has final say on whether a reporter's information request merits an electronic search. Major disagreements between the library and editors or reporters are taken directly to the managing editor or even to the publisher, she says.

There may be some other disputes brewing over the use of such databases. The courts so far have held that records available on paper should be equally available when stored on computers. But some observers say there are "Big-Brother"-like privacy questions yet to be addressed. For example, through the databases it is possible to dig up sensitive or embarrassing facts about people that would be practically impossible to compile otherwise. With help of the computer, one might easily learn of previous marriages, about property owned in distant cities, about a criminal record or other particulars hidden in the closet.

Another privacy concern has to do with those who conduct searches. Some database companies say the CIA, FBI, National Security Agency and others have asked to see records showing who uses the databases and for what purposes. The companies have rejected such requests.

Barring any curbs imposed as a result of such concerns, current users say there is no doubt that newspapers will continue to expand their use of databases, and that journalists and researchers will come up with new and more innovative ways to make withdrawals from memory banks. ☐

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Pittsburgh Press reporters Andrew Schneider and Matthew Brelis decided to find out how often this kind of thing happened. They uncovered an outdated FAA medical review system, rendered ineffective because of superficial examinations and lack of drug testing in the bi-annual physicals for commercial pilots.

Using the Freedom of Information Act, they reviewed thousands of medical cases. They found that the FAA's top physician had granted hundreds of exemptions to pilots previously declared unfit to fly because of serious medical problems, including risks of heart attacks and diabetic comas.

Even pilots who had lost their driver's licenses for driving under the influence were still flying.

The response to their reporting was quick and direct. The FAA, the Department of Transportation, Congress, the Air Line Pilots' Association and the American Medical Association demanded reforms.

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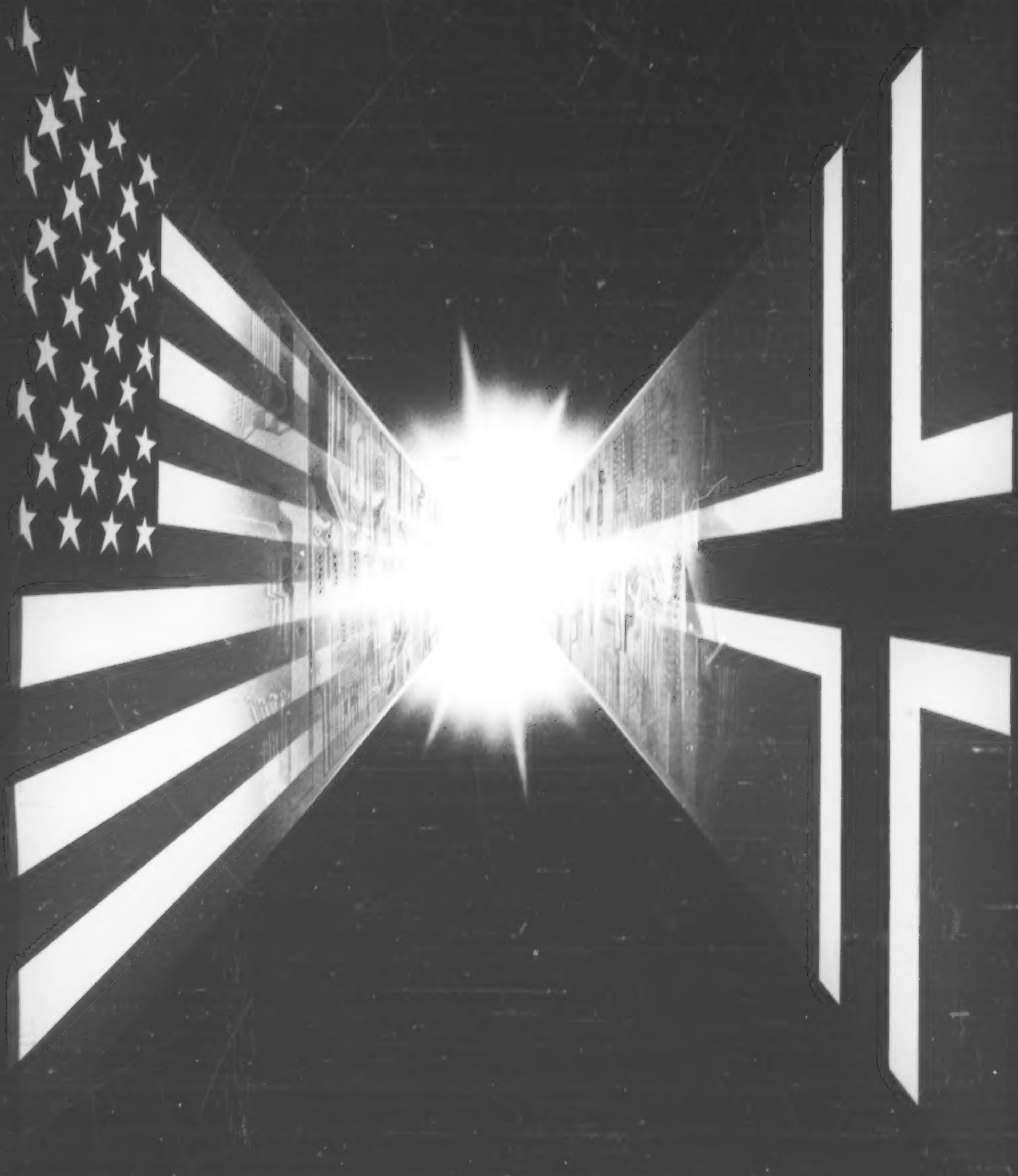

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WEATHER PAGES

Everybody talks about the weather, and newspapers are doing something about it: making their coverage clearer, brighter and more complete

BY GENE GOLTZ
presstime staff writer

Many U.S. daily newspapers are completely remaking their weather pages in response to readers' nearly insatiable demand for weather news.

One weather editor compared the recent demand to a sports addict's hunger for more and more statistics. Readers devour the colored, three-dimensional weather maps, local and regional weather reports, weather stories, weather anecdotes, and historical weather notes. Still, they ask for more.

"It's amazing how keen an interest there really is," says Kelly Smith Tunney, assistant general manager/director of communications for the Associated Press.

"We get a million minute requests," says Mike Hurley, weather editor for the Los Angeles Times.

Letters about weather coverage arrive at the rate of about 50 a week, he says. Readers ask for more global temperature reports, national listings, marine forecasts, details on winds off Tahiti and snow depths in Duluth.

"When someone has a particular tie to a spot on the Globe, they want to see how the weather is there," says Hurley. "There's a great deal of reader demand for specific data."

Greater reader interest in things meteorological was demonstrated in a recent survey of 165 daily newspaper managing editors. More than half of the 109 respondents said they were devoting more space to weather news than three years earlier.

The survey was conducted by journalism Professor Douglas A. Anderson and graduate student Claudia J. Anderson of Arizona State University, and results were reported in the Summer 1986 issue of Journalism Quarterly.

Today, the survey found, about a third of all dailies above 20,000 circulation devote a half-page or more to the weather. And whereas there was little eye-catching color on newspaper weather pages five years ago, today two out of every 10 large papers have them, and one of every 10 small papers.

It's not clear whether reader interest has been awakened because of many newspapers' flashy new weather pages, or whether such pages have been created in response to reader interest. What is clear is that all over the United States, newspapers have been overhauling their weather pages—often in drastic and spectacular fashion.

USA Today, with its full-page, full-color weather report, is credited in many circles with encouraging other newspapers to discard gray and tired weather pages and to modernize them.

In the survey of managing editors, more than a fourth of the respondents agreed that the colorful Gannett Co. national daily had provided impetus for their newspapers to provide better weather news and maps, but about two-thirds said that was not the case. (Some respondents indicated they did not know.)

Some newspapers took the initiative to redesign their weather presentations before USA Today's debut in September 1982. For example, one year earlier, The Providence Journal began overhauling its weather package. Managing Editor/Graphics David B. Gray says the new version appeared "long before any perceived pressure from USA Today."

Yet many other newspapers took notice of USA Today's bold and colorful weather format. Joe Coleman, assistant managing editor in charge of photography and graphics at The Atlanta Journal and The Atlanta Constitution, says that when those papers were being redesigned, the managing editor at the time "had seen the USA Today prototype and found one thing worth stealing—an expanded weather map."

When the Chicago Tribune was being redesigned in 1983, the weather page was on then-Graphics Editor Howard Finberg's mind because, as he said at the time, "the (Chicago) Sun-Times was redesigning their (weather) presentation and USA Today was ready to roll into Chicago with its full-color page."

About a third of all dailies above 20,000 circulation devote a half page or more to the weather.

Newspapers apparently are still on the weather-page binge.

The Los Angeles Times, which had redesigned its weather report in 1981, recently came out with a redesign of that redesign. It added graphic illustrations of air pollution forecasts and marine forecasts to 60 miles out from the coast—the entire 500-odd-mile California coastline, not just Southern California as was previously the case.

A rival newspaper, The Orange County Register, revamped its weather page last fall. It now carries nearly a full page of weather news, with three maps—one national, one state and one county.

THE FORECASTING GAME. Regardless of their editorial emphasis on the subject, U.S. newspapers large and small get much of their weather information, directly or indirectly, from the government's National Weather Service. The NWS collects data from 260 U.S. locations, weather satellites, weather stations at military bases around the globe, and from other countries that share weather information on a cooperative basis.

Through 52 forecasting stations and with the help of 100,000 volunteer storm-spotters, the NWS makes weather information available free to newspapers or anyone else wanting it and having a means to receive it. The service boasts that the accuracy of its forecasts has improved immensely over the past 40 years.

Even so, a host of private companies that sell weather information to clients have sprung up. They claim to provide specialized and localized forecasts that are beyond the mandate of the NWS.

"The private weather companies out there take the bulk information and digest and tailor it for a client," says Donald E. Witten, director of the office of public affairs

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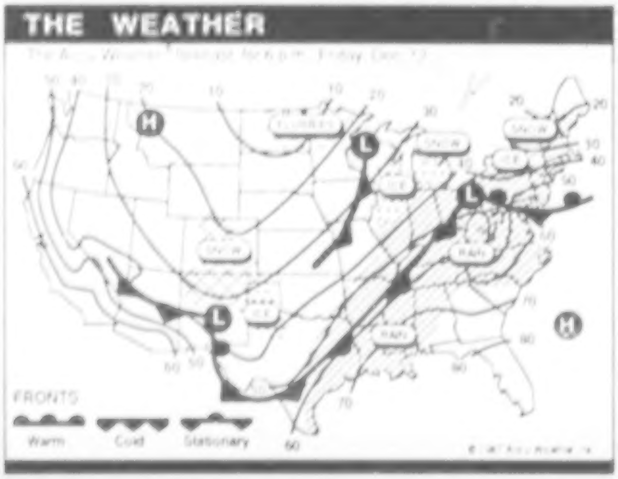
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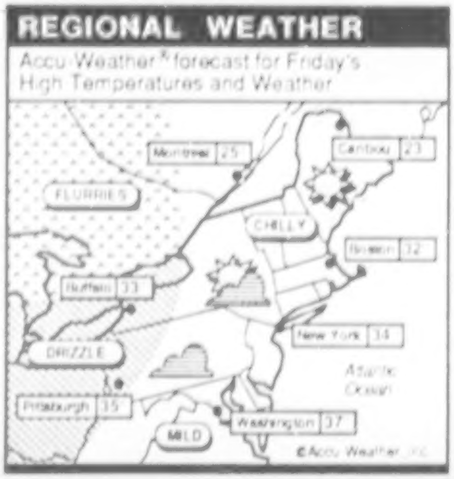
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for the National Oceanic and Atmospheric Administration, the U.S. Commerce Department agency that oversees the NWS.

Of the dozens of private weather consultation services around the country, four are catering to newspapers. Originally, they furnished weather information to radio and television stations as well as to a variety of other entities as diverse as farmers, ski resorts and commercial fishermen. Now they are slowly picking up daily newspaper clients.

Their fees vary from newspaper to newspaper and are based on such factors as the amount and the degree of customization of the information supplied, and on the paper's circulation size. Bob Lindmeier, general manager of one of the four companies selling to newspapers, Weather Central Inc. of Madison, Wis., says fees can range from $3 a day to $60 a day and up. For $3 a day, a small newspaper, for example, would get a black-and-white weather map with general information showing nationwide weather. The fees go up with added services, such as color-coded or three-dimensional maps, regional weather, or such features as picnic, gardening or sun-tanning forecasts.

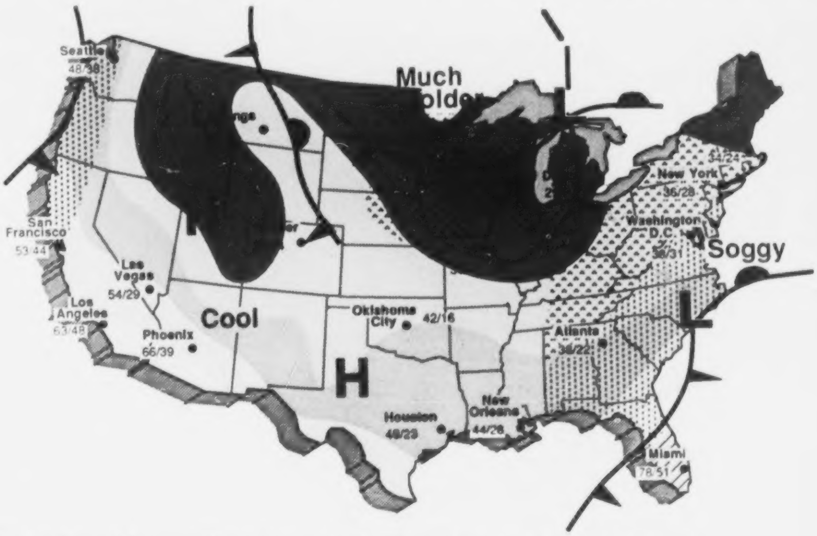
The private firm claiming to be the largest of the four serving newspapers is Accu-Weather Inc. of State College, Pa., the home of Penn State University. Accu-Weather President Joel N. Myers, who founded the firm in 1962, has a doctorate in meteorology from Penn State and is a trustee of the university.

Myers says Accu-Weather has more than 1,000 clients, of which "40 or 50" are newspapers, including the Philadelphia Daily News—Accu-Weather's first newspaper client back in 1973—the New York Daily News and The Washington Times.

Accu-Weather, like the other private weather services, will provide virtually all things for a newspaper weather page. It offers about 35 different weather packages, including a sun-tanning index, gardening forecasts and international forecasts, such as the weather in Paris or Shanghai. It will furnish meteorologists, artists and computer technicians to help a newspaper completely redesign its weather page. It will transmit graphics, including daily weather maps, graphs and sketches, via computer to the newspaper ready to print.

Accu-Weather was the original supplier of USA Today's material for its weather page, but after a contract dispute in 1983, the relationship was terminated.

Weather Services Corp. of Bedford, Mass., founded in 1946, has about 600 clients, including six newspapers. The company now supplies the material for USA Today's weather page with the familiar three-dimensional color map.



Weather Central Inc. provides map run by the Wisconsin State Journal of Madison.

Weather Services sends black-and-white national weather maps over a telecopier to USA Today by 2 p.m. There is one map for each color--red, blue, yellow, black--with the area drawn with black pen on each of four maps showing where the particular color should go. The maps also come complete with black-and-white rain or snow crosshatching and locations showing cities and temperatures. USA Today then adds in the colors.

The pre-progammed weather text is sent directly from Weather Services' computer into USA Today's computer. The text includes a chart showing four-day forecasts of each of the 50 states, a short summary of "Weather Across the USA" in seven regions, a chart of highs and lows in cities around the world, weather summaries in 28 major U.S. cities, a short weather story covering the nation and other features.

Because the text is transmitted computer to computer the deadline is around 5 p.m. and can run as late as 6 p.m. Michael Chihak, assistant national editor at USA Today, says the deadlines are not strict, but that the weather page usually is not updated once it is prepared. In case of drastic weather changes, such as fast-moving hurricanes, Chihak notes, the paper would treat those as a news story to be run separate from the weather page. Deadlines for the paper's international editions are 11 a.m. for maps and 2:30 p.m. for text.

Since last year, the back page of USA Today's front section has not been devoted entirely to weather. There is now an ad across the bottom of the page—sometimes keyed to weather matters—that runs 3 inches high.

Weather Central of Madison, founded in 1974, recently has begun to step up its solicitations for newspaper clients. Last year the company developed a modern weather page with the Wisconsin State Journal in that city and has been supplying weather text to the Milwaukee Journal. The firm is negotiating with six or more newspapers to provide complete weather service, company officers say. Weather Central has about 140 non-newspaper clients, including the CBS television network.

Another meteorological company just getting into the newspaper business is six-year-old WeatherData Inc. of Wichita, which has been feeding weather information to about 40 clients who include radio and television stations and private entities such as agricultural agencies.

After working on a weather page for three years with the Wichita Eagle-Beacon and doing some graphics work for the Eagle-Beacon's parent, Knight-Ridder Inc., WeatherData announced Oct. 22 the formation of a newspaper network. Like the other private services, it offers a complete range of graph-

Of the dozens of private weather services, four are catering to newspapers.

ics including national and regional weather maps that can be sent directly to a newspaper's computer by telephone line. WeatherData also offers weather text written in the style and typeface of the client newspaper -- even custom-made weather symbols such as snowflakes and lightning.

WIRE SERVICES. The Associated Press and United Press International also have been modernizing their weather services to meet the increasing demand. AP has signed up 24 newspapers for its Weather Auto Relay Network, an automated weather service that was started last summer. WARN provides graphics and text for 6,000 different weather items provided by the National Weather Service.

A newspaper can pick from that menu and receive the text and graphics directly into its own computer system.

AP also has been working with Accu-Weather on developing and furnishing new, enhanced national and regional weather maps to AP newspapers. Chris Pederson, AP editor in charge of technology, says, "A lot of the impetus (for improved weather packages) has come from member newspapers. Newspapers are sprucing up their weather pages, and since AP is out there in more than 1,400 newspapers, they are going to rely on us for that mission."

According to Pederson, AP was contacted about a year ago by newspapers using Atex front-end systems because the slow-speed National Weather Service printers were not churning out the copy at computer speeds. "So they said, 'Can AP help?' We were lucky, and I think they were lucky," says Pederson. "At the time we were in the midst of a program to speed weather information to our bureaus from New York, so it was great timing."

The upshot, says Pederson, was that AP was able to unveil WARN at last year's ANPA trade show in Atlanta.

> *A newspaper can receive text and graphics directly into its own computer system.*

The 24 newspapers that have signed up for that service include some large ones, such as The Philadelphia Inquirer and The Boston Globe and some smaller ones, such as the Lubbock (Texas) Avalanche-Journal and the Wilmington (N.C.) Morning Star.

The cost is $72.78 a week for each WARN client no matter how many of the 6,000 items it selects to receive. "What AP interprets from this," says Pederson, "is that we now have a service appealing to a wide range of newspaper tastes in the weather, and because these guys can decide exactly how much of that flood of material they want to receive, the smaller guys are not buried. It's not very expensive."

Pederson says AP has done printout samples of the WARN service for large numbers of additional newspapers and expects many more to subscribe.

UPI, meanwhile, is exploring the techniques of sending to newspapers text, maps and other graphics that will feed directly into their computers. UPI is also studying offering newspapers specialized area forecasts.

"We're looking into doing these things for newspapers if they are needed, depending on what the market studies show," says Bruce Kanner, UPI regional manager.

UPI has used Accu-Weather for its broadcasting clients but not for newspapers. It has relied on the National Weather Service to service its newspaper clients.

NOT A PRIORITY. The heightened interest in weather pages is not universal, however. Many smaller papers haven't the wherewithal to gussy up the weather.

A typical example is the Dothan (Ala.) Eagle (morning, circulation 22,445). Managing Editor Doug Bradford says his paper eschews color graphics but carries two full columns of weather news on Page 2, using AP data. The paper runs high and low temperatures of about 100 cities nationwide and carries a national AP weather story. But most of the weather news concentrates on state and local conditions. "We want to know what's going on in Montgomery (Ala.), not Butte, Montana," says Bradford.

In Canada, the Canadian Broadcasting Corp. handles the brunt of weather news. In Toronto, for example, none of the three daily papers even carries a map on the weather page, except for the Saturday edition of The Toronto Star.

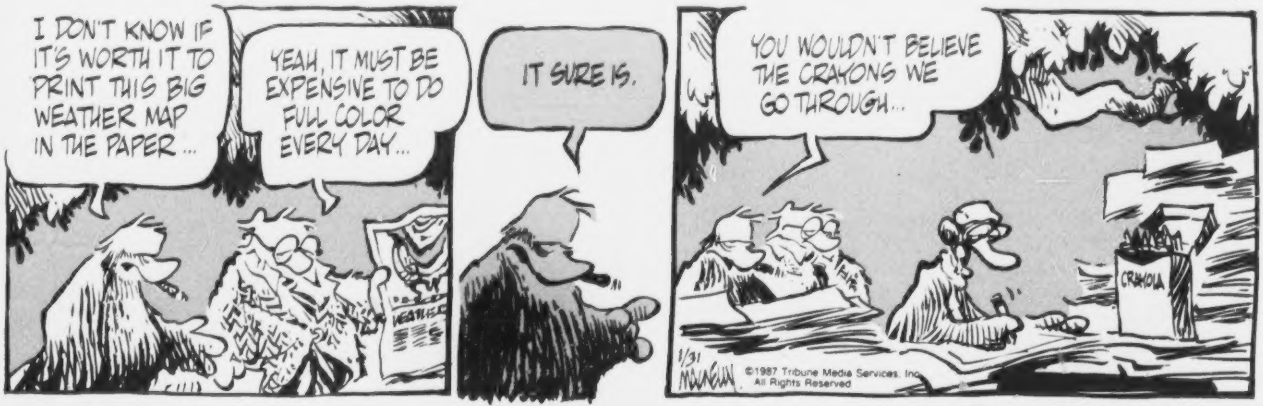
"We killed our weather map, which caused no little distress," says Colin MacKenzie, assistant managing editor for The Globe and Mail. "We had a weather map, but it was half out of date, with halftones and no color capability. It just looked like hell. People complained. We still get one or two phone calls a month, but it hasn't seemed to hurt circulation any. . . . If you're seriously interested in the weather, radio does a terrific job."

MacKenzie says the USA Today approach "hasn't swept the country the way it did in the United States."

"I couldn't believe it, how your weather goes over," says MacKenzie. "Your papers carry an amazing amount of weather." ☐

'Shoe'

By Jeff MacNelly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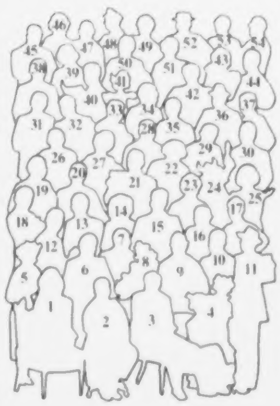

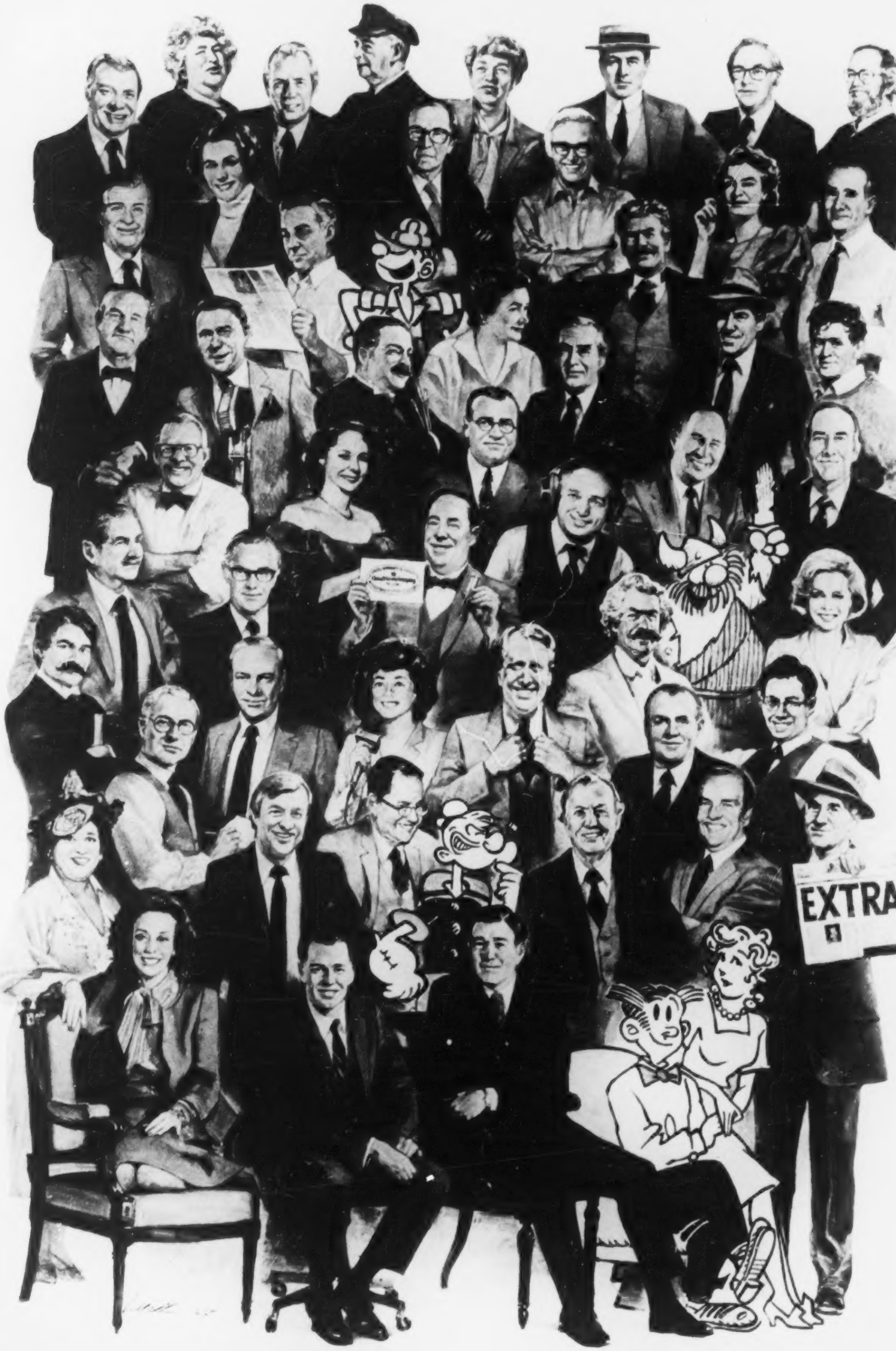

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Desktop Publishing

BY ROSALIND C. TRUITT
presstime technical writer

Personal computers teamed with laser printers produce a less costly alternative to conventional typesetting

(Editor's note: This article is the first in a four-part series on new electronic pre-press technologies and how they are transforming the newspaper business.)

Two years ago when Apple Computer Inc. introduced its Macintosh "desktop-publishing" system, complete with software, hardware and peripherals, the Cupertino, Calif., firm simultaneously gave birth to and locked up a new market.

An Apple Macintosh personal computer with output to a laser printer virtually became synonymous with desktop publishing, and that dominance continues. However, the company's success has prompted a bushel of other software and hardware manufacturers to enter the field and aggressively market new products.

In the newspaper business, desktop publishing is making inroads at small dailies and weeklies. Executives of those newspapers say the systems reduce publishing expenses [**presstime**, Jan. 1987, p. 18].

"Speed and cost savings are the primary advantages for us," says Joseph A. Tinkelman, co-publisher and general manager of the Potomac Almanac, which is distributed to 30,000 households in Potomac, Md., a suburb of Washington, D.C.

Tinkelman says he and Co-publisher Leslie Leven considered purchasing a traditional front-end system that would have cost about $120,000. Instead, they settled on a desktop system with 14 Macintoshes, two hard disks, two LaserWriters and software for about half that amount. In addition, the newspaper no longer pays $50,000 a year to have its type set by an outside firm.

By using a $5,000 laser printer, some newspapers have replaced $30,000 typesetting machines. The printers also require less servicing, they contend, so maintenance costs are reduced. Savings also accrue from the use of the cheaper paper in the printer and the elimination of costly development chemicals.

One newspaper, a 2,000-circulation weekly, estimated it had been spending $350 a month for phototypesetting paper and another $50 to $100 for processing chemicals before purchasing its desktop system. The newspaper now budgets $50 per month for composing materials.

The technology involves use of relatively inexpensive and easy-to-operate personal computers with software designed for text composition, and in some cases for page makeup and manipulation of graphics, too. A laser printer provides the finished copy on plain paper. In many cases, users also purchase a hard disk for increased storage of data, large computer display screens and dot matrix printers.

Three different types of hardware currently are used for desktop publishing: Macintosh, International Business Machines Inc. PCs and compatibles—computers that run the essentially same software as IBM PCs.

Personal computers can be purchased for about $2,000 apiece, often less with discounts.

As for the software to drive the computers, more than a dozen manufacturers offer publishing packages, and more are arriving on the scene all the time. The packages have been designed to process words, to create line art and to drive typesetters. Software costs range from $500 to $1,000 per program, although some of the so-called professional desktop software may cost $2,000 to $10,000 or more. The more expensive software is faster and (unlike some less expensive packages) offers hyphenation and justification plus a larger dictionary, among other features.

In addition to the relatively modest cost, desktop publishers praise the systems for their ease of use. In many cases, the systems were used to put out a newspaper a day or two after being installed.

On the negative side, users have some complaints about the reduced size of keyboard keys compared with other computer terminals. Also, some say the systems are more sensitive than multi-user front-end systems, with copy occasionally pulsating on one terminal when someone is using another one in a network system.

> ***There is disagreement on whether laser printers yield quality approaching that of phototypesetters.***

Newspapers also have complained that it was necessary to have a consultant or other expert assemble and install a network of Macintosh computer terminals for a multi-user system. However, in January Apple introduced a central storage unit that will allow several Macintoshes to share data stored on a central hard disk. The company says this will make networking more efficient.

Typesetting companies and professional typographers dispute whether the laser printers used in desktop-publishing systems yield quality approaching that of conventional phototypesetters [**presstime**, July 1986, p. 57], but many customers indicate satisfaction with the laser's 300 dots-per-inch resolution. Phototypesetting resolution is 1,200 or more dpi.

ON THE MOVE. There is no doubt that desktop publishing is becoming increasingly popular among newspapers. However, those interviewed by **presstime**—and that includes computer consultants, computer manufacturers and newspaper computer experts—believe desktop publishing will have only limited use in medium-to-large metropolitan newspapers for the forseeable future. The systems just aren't designed to process quickly the quantity of data generated by larger publications, they say.

Right now, Robert A. Susskind, ANPA programmer/analyst, says desktop publishing is best suited to small newspapers that can use it not only in producing editorial and advertising materials but for internal recordkeeping as well.

In medium-sized newspapers, such a system could be helpful for interdepartmental work and in large newspapers for production within a department, like advertising or promotion.

"It's important to remember that it is primarily a 'pre pre-press' system for very

Systems

large newspapers right now," says Susskind. "Most of the newspapers using it are using it for line art but not halftones. Halftones are still screened and pasted up with the laser-printed text before (a page) goes to the printer."

The systems with less expensive software work best on pages that are nearly identical, such as long columns of type. For that reason, although pagination could be used for a report, it doesn't work as well for a newspaper in which nearly every page is different, according to editors involved in desktop publishing.

Most of the newspapers create display advertisements with a desktop system but prefer to paste up pages by hand because the editors say it gives them more flexibility and control.

'We don't have any illusions that this system would work for larger publications, but we feel it would be ideal for small newspapers—and there are a number of smaller newspapers out there," says Carolyn Grossman, manager of desktop publishing for Xerox. Her company just introduced its first desktop-publishing system. It is IBM-compatible.

All of the companies marketing to newspapers say work is under way to make products more adaptable to a paper's needs. Some of the newspaper executives interviewed say they receive upgrades on equipment two or three times a year.

For example, PageMaker, a software program that integrates text and graphics and is used by several newspapers, until recently would produce only tabloid-sized pages, which made it virtually impossible to create broadsheet pages.

After users, including newspapers, were asked to suggest improvements in the software, PageMaker was modified to produce broadsheet pages. Carolyn Bakamis, spokeswoman for Aldus Corp., the Seattle company that manufactures the software program, says the larger page format is one of 20 new features added to the software program.

In addition to producing larger pages, PageMaker now offers kerning (adjusting the space between characters and words), hyphenation, production of up to 128 pages at a time and the ability to work on facing pages simultaneously. It has also proved popular with newspapers because it offers a variety of tints, lines and borders for advertising displays as well as cropping for graphics.

Ed Kashi

Electronic Publisher Inc. has sold about 85 Macintosh desktop systems to newspapers, including The Northern Light of Colorado Springs and its publisher, William H. Kezziah (foreground).

NEW PLAYERS ATTRACTED. Originally, PageMaker was only available for Macintosh computers, but the company now makes software for use with IBM PCs and compatibles as well. That chronology reflects how desktop publishing has evolved.

Apple, which introduced its Macintosh in 1983, designed it for work with graphics. In 1985, Apple introduced the LaserWriter printer and teamed it with the Macintosh. Line art and text could be combined and transmitted to a laser printer—and desktop publishing was born.

Apple officials advertise the "Mac" as the system that offers the "power of a design studio, typesetter and print shop all right on your desktop."

The idea of teaming a PC with a laser printer didn't remain the company's private domain for long. IBM-type systems were introduced less than a year later.

The operating system for IBM PCs is called PC-DOS, or "personal computer disk operating system." Most computers that are IBM compatible use the MS-DOS operating system. MS-DOS stands for "Microsoft Disk Operating System" because it was developed by Microsoft Corp. Software that runs on MS-DOS computers usually will run on PC-DOS computers, although Susskind says there are exceptions.

IBM's desktop system runs on Interleaf Inc. software. Interleaf has designed Workstation Publishing Software for less complicated jobs and more sophisticated software, RT Publishing Software, for professional use.

The professional software—which costs $8,200, compared with $1,995 for Workstation—has more extensive formatting capabilities and integrates text and graphics more quickly.

Interleaf has just introduced two new laser printers with 300 dpi for use with IBM's desktop system.

The new Xerox Desktop Series, Ventura Publisher Edition, is IBM-compatible as well. The system can provide output to a laser printer as well as to a color ink-jet printer.

Another company, Compugraphic Inc., with personal computers for editorial use and laser printers for proofing, will aim for the professional desktop publishing market.

Desktop systems are sold in a variety of ways. One reason Macintosh became so popular so fast is that purchasers could buy a nearly complete system—hardware, some software and peripherals—from one retailer. Word processing software was often purchased from other companies.

Other companies, including Xerox, offer complete systems as well. The various components of its Ventura system are sold together and separately but are discounted if purchased as a package.

The ways to buy include:

- Getting a "turnkey" package from a manufacturer, in which equipment is sold and installed, training arranged and maintenance provided by that one company. Turnkey arrangements can be good for those who want to be handed a complete package.

- Going to a retailer, in which hardware and compatible software are bought from one or more vendors. Some newspapers say this gives them more control over specific components of the system.
- Using "value-added resellers," entrepreneurs who contract with a hardware manufacturer to sell the hardware and who then add customized software for a specific market. An example is Electronic Publisher Inc. of Excelsior Springs, Mo. Company President Patrick J. Morgan packages Apple systems that are designed for newspapers and other publishing entities.

As an Apple value-added reseller, his company customizes systems for newspapers, some of which include software designed by his firm. The package must be approved by Apple before it is offered for sale. Morgan says he has sold about 85 desktop systems to newspapers across the country in the past 18 months.

In addition, Morgan's company provides installation and other support as well as maintenance. If repairs are necessary, the user sends the malfunctioning Macintosh to Electronic Publisher, which in turn sends out a replacement PC within 48 hours of the original notification of a problem.

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An Apple spokeswoman says newspapers are a major market for the Macintosh, and there are more than a dozen value-added resellers who work primarily in the newspaper market.

HOW THEY WORK. One thing that sets desktop-publishing systems apart from conventional composition and typesetting methods is the way commands are given to the typesetter. On front-end systems, commands or formats are used to tell the typesetter how to set spacing and which typefaces to use, among other things. With the "hyphenation and justification" command, the way lines will be broken when typeset is displayed on the computer screen, but specific typefaces cannot be seen.

Many desktop-publishing systems go a step further and use "What You See is What You Get," or WYSIWYG, page-composition software.

WYSIWYG means the text appears on the screen in the typeface and in the size specified. This allows the user to see how a page will look prior to typesetting. Newspaper editors who are using WYSIWYG-type software say it simplifies their jobs. If something doesn't look right, changes can be made easily.

Such software is manufactured by, among others, Interleaf Inc. and Bestinfo Inc., although the latter prefers to be called a professional publishing system and not desktop. The programs run on both Macintosh and IBM-type hardware.

For creating graphics, there are software programs for what is called "painting," in which illuminated dots known as pixels are manipulated on the computer screen to form images. Manipulation is usually accomplished with a "mouse"—a gadget on the desktop that directs a pointer on the computer screen. Software programs allow a user to create designs and other art, and there are programs to generate charts and graphs.

After the text and graphics are created, they can be integrated on the computer screen and sent to the laser printer.

Apple's LaserWriter and Hewlett Packard's LaserJet, which can be used with MS-DOS and PC-DOS computers, appear to be the laser printers used most often by newspapers, although there are more than a dozen others on the market.

A laser printer is driven by a computer which is given commands as to which type face will be used. The computer calculates spacing, how each letter will look and other factors. Once that is done, the laser is activated. Its beam is directed by mirrors to a rotating photoconductive drum. The drum becomes electrostatically charged and attracts toner particles that arrange and adhere to the drum in a pattern determined by the computer. The drum then imprints the image on regular paper.

WHERE THEY WORK. In Colon, Mich., which has a population of about 2,000, Melvin Plath and his wife, "Skip," bought an Apple Macintosh system about 16 months ago to publish their weekly newspaper, The Express.

After 30 years of publishing, the couple decided to trade in a 1920's vintage Linotype machine for two Macintoshes and a laser printer.

"We did everything here. Set the type, ran the press," she says, adding that she and her husband were considering retirement about two years ago. Years of producing the entire newspaper themselves was exacting a toll.

These days, though, she says they're putting out the 1,000-circulation weekly with a minimum of effort. "We almost feel like we're retired because we can take a little time off. It's just great."

Her husband notes: "After we'd print the paper, it would take more than half a day just to break down the type. Not having that to do alone saves a lot of time."

Tinkelman, the co-publisher in Potomac, Md., says the Macintosh system is the first computer system for his newspaper. The newspaper went from an average 80 pages twice a month to about 64 pages a week in May 1986.

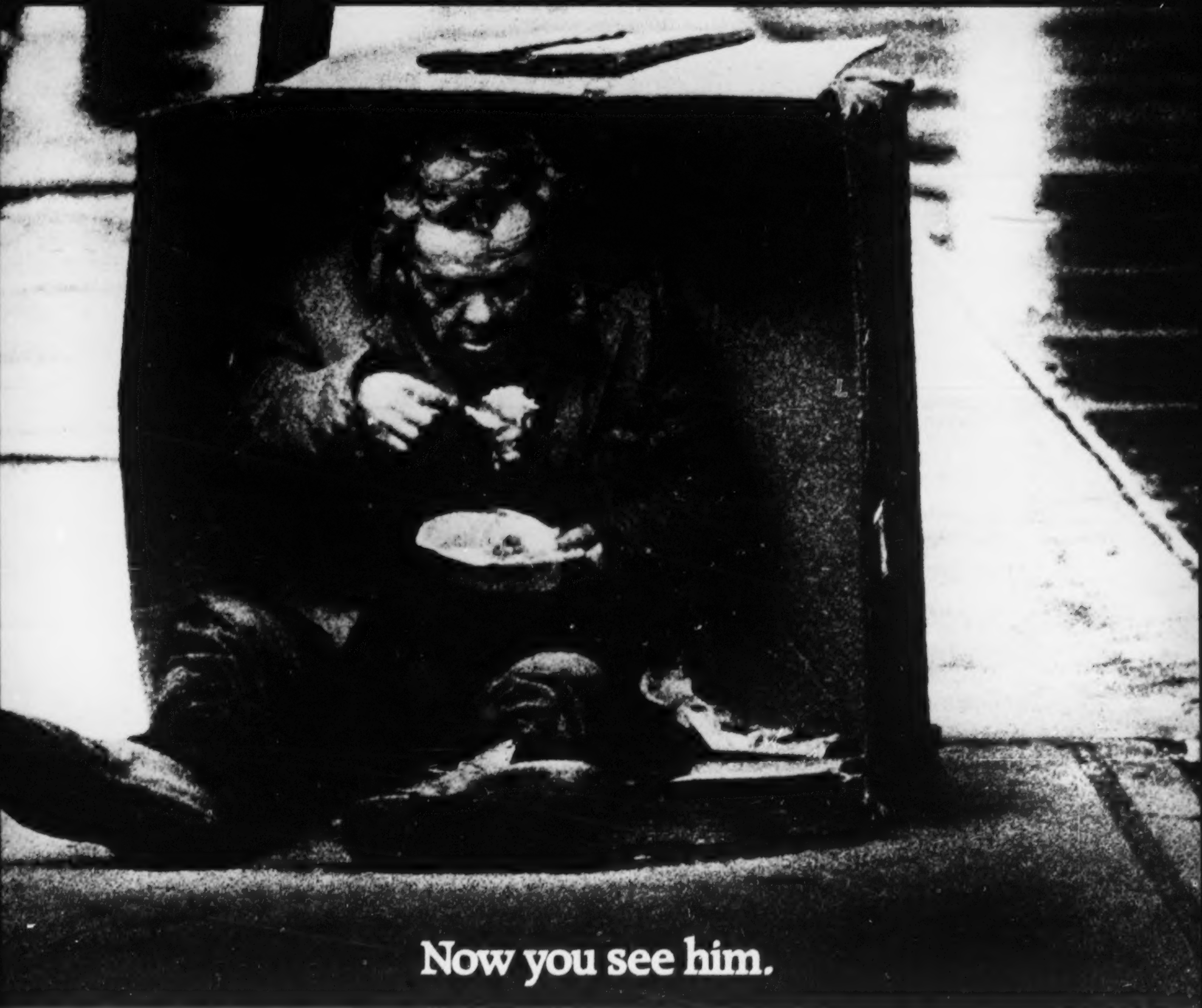
"Of course, everything is faster with computers than without them. . . . I don't believe we could have gone weekly without (the system)," Tinkelman says.

Alan and Kathy Johnson, a husband and wife who publish the Liberty County Times, a 2,000-circulation weekly in Chester, Mont., switched to a desktop system when a fire destroyed much of their typesetting equipment shortly after they took over the newspaper in 1985. Johnson says he used his Apple Macintosh equipment to produce the newspaper the same week he bought the system. "It did the job and did it early on," he says.

Although pleased with the resolution from his laser printer, Johnson adds: "My background was really in writing and editing before we got the paper here. I didn't know a lot about the production end, so maybe I don't look at it as critically as someone who's closer to typesetting."

He has three Macintosh Plus PCs, each with one megabytye of user memory, a 20-megabyte hard disk drive and a LaserWriter.

"I believe desktop publishing will revolutionize the newspaper business much in the same way offset did," says Johnson. ☐



Now you see him.

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Most people don't.

To many people, Walter is invisible. They've trained themselves not to see him.

They look the other way when Walter and other street people come into view.

The Philadelphia Inquirer wanted to bring these invisible Philadelphians into sharp focus for its readers.

Walter is a part of that invisible Philadelphia story.

His past is a stranger.

When it rains, he escapes in a box.

At night, he sleeps on steam vents on several streets in downtown Philadelphia. No one can ever remember seeing him washed and clean.

Many of these street people are a part of the bizarre phenomenon of the 1980s resulting from the deinstitutionalization of mental patients. In city after city, schizophrenics treat their torment daily by dulling their senses with all the alcohol they can get.

Stubble-chinned or bearded, bound in winter in ancient overcoats, they look like they've stepped out of the past. Ragged, Depression-era ghosts on modern streets.

Inquirer photographer Tom Gralish took to those streets to do a photo essay on downtown derelicts.

For the first week, he took no pictures. He worked on breaking down their highly developed sense of distrust for outsiders. Then, for five weeks, he shot 60 rolls of film, 2,160 pictures.

Selected photographs ran for more than 10 pages in the Inquirer. This is a fragment of that work.

Tom Gralish won the 1986 Pulitzer Prize for Feature Photography.

His pictures had graphically exposed a social policy which dumps the mentally ill on our cities' doorsteps and streets.

Considering the grim subject, many newspapers would never devote such an extraordinary amount of space to this kind of story.

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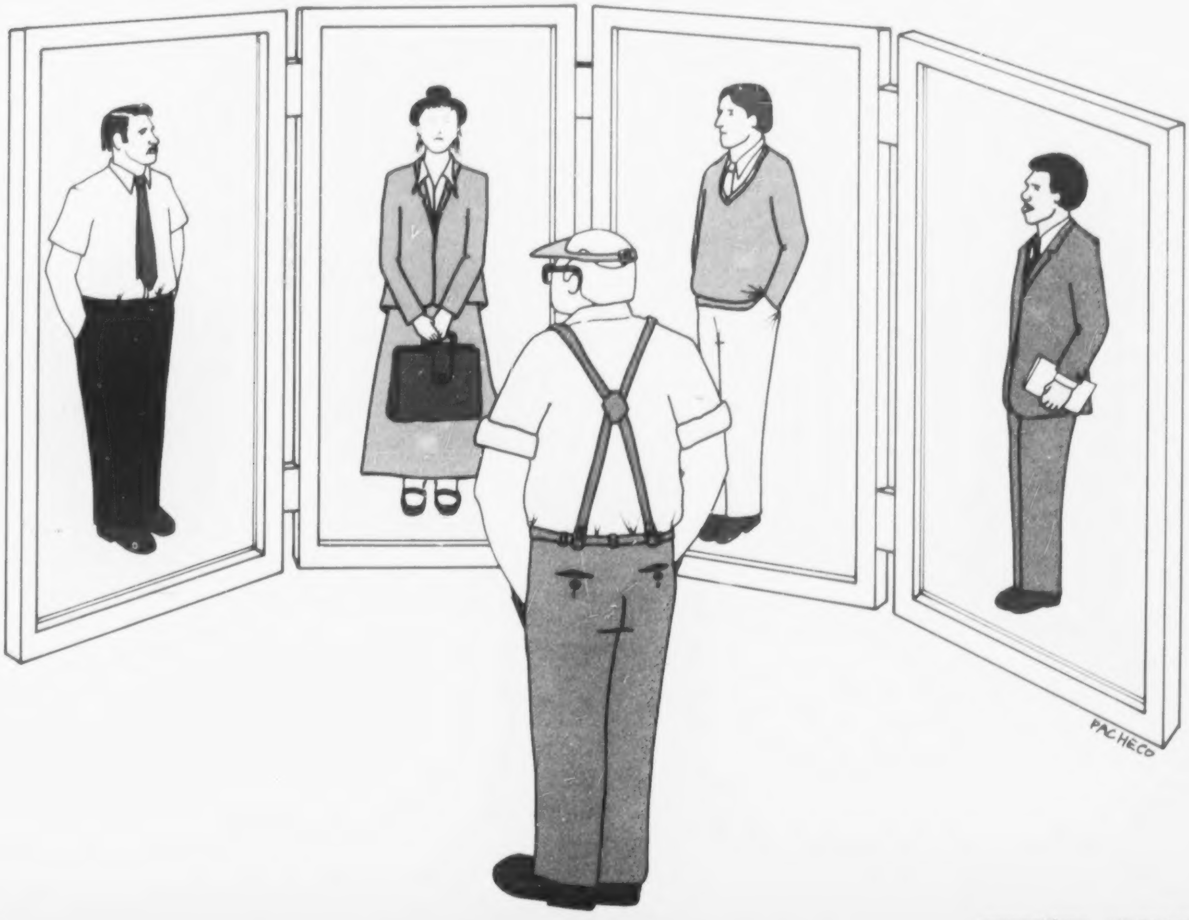
THE CHANGING FACE OF THE NEWSPAPER WORKFORCE

It's older and more heterogeneous in makeup and attitude. And it's getting more so. This is causing newspapers to adjust their personnel policies significantly.

BY CLARK NEWSOM
presstime labor writer



America at work today is a far cry from a generation ago. In 1964, Harry H. Browning, president and general manager of The Tennessean of Nashville, was personnel manager of The Cincinnati Enquirer. He recalls the difference. You didn't see workers past the early stages of pregnancy. No one wore beards. Women did not wear slacks to work. Smokers were prevalent. Alcohol was the only drug used, and there was not much concern about that. A female manager was a curiosity. Few blacks were in white-collar jobs. AIDS, of course, was unheard of.

When Octavia Harriston went to work in the classified telephone salesroom of the Chicago Tribune in 1965, there were two other black women on the staff. There were no blacks and few women in outside sales positions. "The environment I entered at the Chicago Tribune in 1965 was no different than that in other businesses or institutions across the country," she says. She started the job "not really expecting a lot and certainly not expecting a 'career.'" Now she is the Tribune's employment manager.

No one can deny that the workforce has changed dramatically in a generation, partly because of the social upheaval of the 1960s. With the exception of such recent developments as drugs in the workplace, the changes that have occurred in the 460,000-employee U.S. newspaper workforce generally have been positive, say human resources specialists.

For one thing, the physical makeup of that workforce is becoming more balanced. According to the Equal Employment Opportunity Commission, the percentage of black employees at U.S. newspapers with more than 100 employees rose from 3.3 in 1966 to 9.5 in 1984, the latest year for which figures are available. During the same period, the percentage of white employees at newspapers dropped from 94.9 to 85.3. Also during the same period, the percentage of women at those papers rose from 19.8 to 35, while the percentage of men dropped from 80.2 to 65. (See charts, pp. 28, 29.)

Between now and the year 2000—a scant 13 years away—these trends will accelerate, personnel specialists say. They and other fundamental changes in the newspaper workforce will be dictated by demographics, by laws against discrimination in the workplace, by attitudinal differences of newer employees and by enlightened management.

The newspapers that can adapt their human resources policies and attitudes to these new realities, experts agree, are the ones that will flourish.

"Most of our personnel policies and practices were established years ago when we had a predominantly white, male workforce," says Alvin Miller, vice president/personnel for The Record in Hackensack, N.J., who is president of the Newspaper Personnel Relations Association. "The management that's going to be able to adjust and change will be the successful recruiter and retainer of good people in the future."

Extensive interviewing by **presstime** of human-resources experts in the newspaper business found that these will be the key changes in the workforce during the remainder of the century:

- **An aging workforce and a shortage of younger workers.** These twin phenomena will have a profound effect on newspapers, such as heightened competition with other businesses for entry-level personnel, higher pay for a more experienced staff, and greater costs for health insurance and pensions.
- **More women and more single parents in the workforce, more dual-career families.** These groups will increase the demand for child-care centers, flexible work schedules and flexible benefit plans.
- **The availability of more minority workers.** This will force newspapers to refine their recruiting and training efforts for blacks, Hispanics, Asians and others.
- **Different attitudes and demands among younger workers.** These workers will want more of a voice in shaping company policies and, because they will be in demand, they will have more mobility in changing employers when disappointed about promotions or some other aspect of their employment situations.

The aging trend is the one capturing the most attention at this time. "Demographically," says William B. Johnston, a senior research fellow at the Hudson Institute in Indianapolis, "America in the year 2000 will be slowing down and showing signs of middle age."

The U.S. Labor Department's Bureau of Labor Statistics projects that the labor force rate of growth, which was near 3 percent a year in the 1970s, will slow to only 1 percent annually in the 1990s. "The dearth of young people will be particularly noticeable," Johnston says. Concurrently, the average age of the workforce will increase from 35 today to 39 by the turn of the century, the oldest in the country's history.

Although there are no figures for the average age in the newspaper industry, it may be higher than the norm. For example, the average age of The Record's 1,050 full-time employees is 40, the Los Angeles Times reports an average age of nearly 42 for its 6,000 full-time employees, and the St. Petersburg Times reports that the average age of its 1,500 full-timers was 39 as of Jan. 1, 1985.

Another striking fact about the labor force of the future is that it will be more heterogeneous and female. The Labor Department says that by the year 2000, 80 percent of all new entrants into the workforce will be women, minorities and immigrants. These changes are bound to affect the newspaper business.

"While it's true that we manufacture a perishable product that happens to be unique every day," says Stephen D. Rice, personnel manager of the Asbury Park Press of Neptune Beach, N.J., "we still deal with the same type of productivity issues and human resources issues as all other manufacturing companies do."

"All of these changes are going to make for a more exciting workforce," says George D. Veon, until recently vice president and director of employee relations for the Chicago Tribune, "and probably a more productive workforce if we do a good job in identifying the value systems of this more diversified group. We will need to provide a work atmosphere that motivates people. This will probably mean new and different ways in dealing with our employees. It's going to require more creativity on our part."

And it may not be easy. For changes in the newspaper workforce have not always come about smoothly, as demonstrated by the number of age, race and sex discrimination charges filed against publishing companies. "Newspaper managers attending seminars are increasingly finding discussions concerning discrimination and legal issues on the agenda," says Carol H. Green, vice president/human resources and legal affairs for The Denver Post.

"In larger cities," Green says, "there are a

A team of newspaper experts in the human-resources field is considering what the primary employee-relations issues will be in the year 2000.

number of discrimination charges being filed at the EEOC and with state civil rights commissions. Most are resolved at the agency level, but in a few instances they have resulted in federal court lawsuits. The newspaper industry probably generates about the same number of lawsuits as any other major industry. It's a natural result of lawyers becoming more aggressive for plaintiffs in the employment law field. It's also the result of the workforce being more diverse than it was."

To cope with the changing workforce, publishers are looking to their human-resources specialists to spot trends and to advise them on how to respond to those trends. To help achieve that end, a team of newspaper experts in the field is considering what the primary employee-relations issues will be in 2000. The nucleus of the group is the Personnel Relations Subcommittee of ANPA's Human Resources Committee.

"Indications are that newspapers will remain a fairly labor-intensive industry," says Patricia P. Renfroe, ANPA manager/personnel relations. "Because of this, it is important to get an idea of the issues that may be important to, and that will have an impact on, our future labor force."

AGING AND RETIREMENT. Since 1964, newspapers have gone through a technological revolution and learned to live with the changes it brought, especially in terms of radically reordering the staffing needs of the production departments. With the "graying of America," newspaper specialists in human resources are pondering demographic changes that will significantly alter the overall newspaper workforce. "It's a fact of life, and we'll have to adapt to it one way or the other," says Roger P. Parkinson, publisher and president of the Minneapolis Star and Tribune. "Hopefully, we'll anticipate and not just react."

In terms of preparing for the "graying" trend, anticipation should not be a problem because the demographics are clear: Tomorrow's workers will be older than today's.

Circulation personnel concerned with the daily distribution of newspapers through the "little merchant" system are already keenly aware that the pool of young workers is shrinking [**presstime**, Feb. 1987, p. 20]. The so-called "baby bust" generation was the result of a dramatic drop in population growth across the United States during the 15 years between 1965 and 1980. Today, baby-bust youngsters who are beginning to enter the regular workforce find themselves in growing demand for some kinds of entry-level jobs.

The Labor Department predicts the number of young workers will continue to decline both relatively and absolutely. Workers ages 16-24 accounted for 20 percent of the workforce in 1985 but will decline to 16 percent by the year 2000. Johnston of the Hudson Institute says fewer younger workers could lead employers to bid up wages, triggering new inflation.

"We anticipate more older people in the workforce as time goes on," says Charles N. Mock, executive vice president/personnel of the Providence Journal Co. "This will mean higher wage and benefits costs, because we won't have as many lower paid, younger employees coming into the workforce."

Frank A. McDonald Jr., director of personnel for the Richmond (Va.) Times-Dispatch and News Leader, says some newspapers may face a shortage of workers to fill jobs calling for new skills as computerization continues to spread through the industry.

As the workforce ages, early retirements will increase. That may seem a paradox, but it's not. It merely reflects the fact that experienced workers who will be making careers in newspapering will have an early-retirement option that previously was rare in the business. Improved employer-sponsored pensions coupled with Social Security have made the difference. The Labor Department says the proportion of workers 55 and older will decline from 13 to 11 percent by 2000.

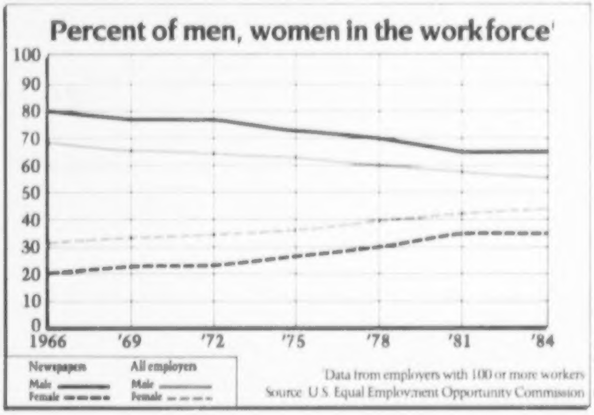
The trend toward early retirement is a strong one, according to the Social Security Administration, with more people taking reduced benefits at age 62.

But the early-retirement trend is not affecting all newspapers, and Sun Belt/Frost Belt regional differences may play a part in where it applies and where it doesn't. "Seventy-five percent of our people take early retirement now," says Gerald W. Wright, director of personnel and industrial relations for The Tampa Tribune.

"People don't want to work till 65 anymore," says Bobby G. Reid, corporate personnel director for Morris Communications Corp. in Augusta, Ga. "Most are getting out at 62 while still in good health."

At the Richmond dailies, "Most of our people are leaving before age 65," says McDonald.

Yet in locations such as Providence, Hackensack and



¹Data from employers with 100 or more workers
Source: U.S. Equal Employment Opportunity Commission

Workers load bundles of newspapers at the loading dock of The Peninsula Times Tribune, Palo Alto, Calif.

Renee Lynn, Times Tribune

Philadelphia, that is not the case.

"We don't have many people taking early retirement" from the Providence Journal Co., says Mock. In Hackensack, Miller estimates that 40 to 50 percent of The Record's experienced workers retire before 65, but he says that represents "no change."

June B. Barry, vice president/human resources for The Philadelphia Inquirer and Daily News, reports that most of the employees at those newspapers work until the normal retirement age. "What's going to happen," she says, "is that people are going to 'age better' and work longer."

Looking ahead, Miller suggests that "in coming years, people may be working still longer because of the cost of living"—that is, early retirement will not be feasible because of spiraling prices.

Another possible drag on the early-retirement trend is the 1983 change in Social Security law that raises to 67 the age at which a person can retire with no reduction in Social Security benefits. The change will be phased in gradually and does not affect workers born in 1937 or earlier.

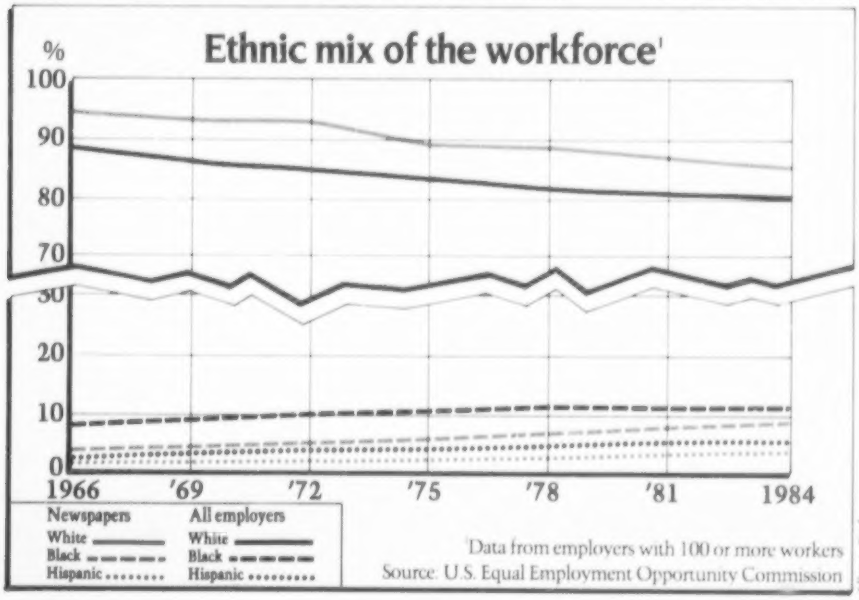
As yet unknown is the effect of a 1986 amendment to the Age Discrimination in Employment Act, prohibiting most employers from imposing a mandatory retirement age. The amendment, which took effect Jan. 1, could cause "a coming problem," says Reid of Morris Communications. Some employers may have occasions when it will be necessary to discharge an older worker for incompetency. If that happens, he says, "instead of retirement being a happy occasion, it will turn into a bitter situation."

Dallas L. Salisbury, president of the Employee Benefit Research Institute in Washington, D.C., says the change in the act was more of a civil rights measure to require equal treatment of older workers than a change that will significantly affect retirement behavior. Currently, according to the Census Bureau, only about 15 percent of men over 65 continue to work.

Another part of the retirement picture receiving attention by newspapers as well as industry generally is the provision of health insurance to retirees [**presstime**, June 1986, p. 28]. Few papers currently offer this benefit, although many experts expect pressure to do so will grow. They warn that this step should be considered carefully, citing a Louis Harris poll that found more than two-thirds of the surveyed U.S. firms with retiree health-insurance plans had not made any financial projections on their cost, and most were not setting aside cash reserves to cover future retiree health costs. Congress is being asked to consider legislation permitting companies to use the assets of overfunded pension plans to help cover these rapidly escalating costs.

However the retirement situation shakes out, no one doubts that an older workforce is on tap for newspapers as it is for other industries. Another survey, this one conducted for the American Association of Retired Persons, shows that workers age 50 and over are highly valued by their employers for their experience, knowledge and work habits. The survey of 400 diversified companies also found that 90 percent of the employers believe older workers are cost-effective.

Ethnic mix of the workforce[1]



[1] Data from employers with 100 or more workers

Source: U.S. Equal Employment Opportunity Commission

Alberto Pacheco

WOMEN AND DUAL-CAREER HOUSEHOLDS. The most visible change in the newspaper workforce since 1964 has been the growing number of women in all departments. According to the Bureau of Labor Statistics, the percentage of women at newspapers soared from 22 in 1965 to 41 in 1985. These are larger numbers than the 19.8 percent (1966) and 35 percent (1984) reported by the EEOC for newspapers with at least 100 workers, and they reflect the fact that women are more prevalent at smaller papers.

"More and more females are in non-traditional positions," reports McDonald. "The male bastion is falling apart, but I think it has made the workplace a better place to work. The female worker can handle it all."

"This has probably had the greatest effect on how we do business," adds

McDonald. "We worry about maternity, something we didn't used to have to do."

BLS reports that one of the fastest-growing sectors of the labor force continues to be mothers of infants and toddlers. The agency says that just over half of all women with children under age 3 were in the labor force in March 1986, compared with 34 percent in 1975. The proportion of mothers in the labor force rises steadily as the age of their children increases.

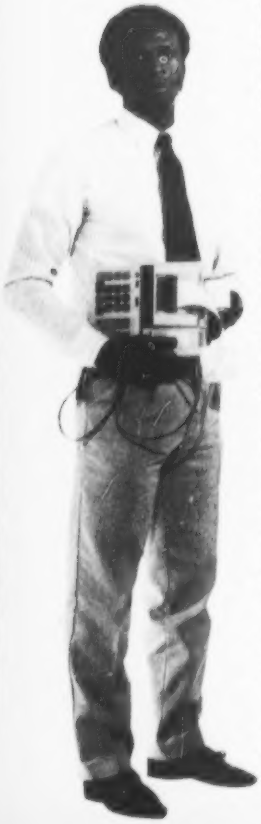
There is a widespread public impression that almost all mothers are employed full-time nowadays, but that impression is wrong, according to a study by the American Enterprise Institute, a policy research group in Washington, D.C. The study of Census Bureau and Labor Department statistics found that many working mothers are employed part-time, and that many who are employed full-time do not work year-round.

For those women working full-time, a recent study of women in the media showed that in the newspaper business, they have not fared as well as men in salaries and promotions, but a trend toward closing the gaps appears to be under way [**presstime**, Oct. 1986, p. 30]. "They will continue to demand opportunities to hold jobs historically held by men," Mock says.

Despite automation, many mailrooms remain labor-intensive.

At the same time, McDonald observes that in Richmond, and elsewhere, "We're seeing more males in the clerical pool and in telephone sales jobs."

As more women work, businesses are attempting to adapt to demands for improved maternal leaves, flexible work schedules and more child care. [See story, facing page.] Even those working part-time are demanding fringe benefits. "We have to [provide them] to stay competitive in the marketplace," McDonald says.



The changes brought by the steadily increasing female presence in the workforce are startling. Today, there are more career couples, single parents and "blended" families [stepchildren, half-siblings, step-parents, multiple sets of grandparents] than ever before. "The Norman Rockwell traditional household with a full-time working father, stay-at-home mother and one or more school-age children is a thing of the past," says Stephen B. Dolny, a consultant in General Electric Co.'s corporate employee relations operation and a speaker at ANPA's 8th annual Labor and Personnel Relations Conference in January. "Dagwood and Blondie now represent less than 14 percent of American homes. And this will decrease to 6 percent by 1995."

"Management is having to rethink benefits and the hours people work," says McDonald. "We're seeing more and more men taking off to care for a sick child. It used to be the mother who would take off."

Dual-career families "have greater independence because they know they have the other wage-earner to depend on," says Mock. "They have more mobility in changing employers. I think the number of dual-career families will increase."

"People are no longer locked into jobs they don't like to the extent that they were," says Thomas C. Bryan, personnel manager of The Seattle Times. "We will see a significant movement to provide child care, flexible work schedules and flexible benefits for dual-career families."

Relocation of employees has also become more difficult because of two-career families. "We try to be more sensitive to the problems of having a working spouse," says Kelly Smith Tunney, assistant general manager and director of corporate communications of the Associated Press. "There is a lot of human attention to it now that there didn't used to be." For two-worker households, even coordinating vacations can become a major problem.

Because many employees' spouses lose jobs when a move takes place, some companies find they must also help them get work. Mock, for example, says that when a person being hired by the Providence newspapers requests assistance in finding a spouse a job, "We've tried to help them by looking at their resumes and circulating them" to prospective employers in the city.

The problem of finding a job for the spouse of a transferred employee "is a very big issue," says Madelyn P. Jennings, senior vice president/personnel for Gannett Co. She says personnel

The Norman Rockwell household with a full-time working father, stay-at-home mother and one or more children is a thing of the past.

departments at Gannett properties are encouraged to develop a "welcome package" giving information about other employers in the area, and to give help in preparing resumes.

Besides the issues surrounding working spouses, newspapers also are having to come to grips with questions arising from another demographic sign of the times—unmarried couples living together. The Census Bureau reports that the number of such couples has jumped sharply, topping 2 million in 1986 for the first time.

"If the trend continues upward," says Guy T. Garrett Jr., vice president/personnel for The New York Times Co., "it could create some issues for us, particularly in terms of employee benefit matters such as joint-survivor status, dependent medical coverage and some types of life insurance."

On a more definite note, experts say the continued growth in the percentage of women in the workforce is inevitable. Labor Department economists forecast that from about 44 percent today, their share will climb to 47 by the end of the century. And newspapers, currently trailing the national figure by 3 percentage points, also will see a rise in their ratio of female workers, according to human-resources specialists in the business.

Workers' Child-care Needs Are Being Addressed by Newspapers

BY PATRICIA P. RENFROE

One of the growing issues in the newspaper business as well as in industry generally, is the availability of child care that is accessible, affordable and, most of all, high quality. The issue is complex, volatile, expensive and not limited to female employees.

Complex because child care involves a variety of needs—expanded parental work leave, infant day care, sick care for children and proper child development.

Volatile because the issue stems from sociological upheaval—in the rapid growth in the number of dual-career families and single-parent households.

Expensive because the cost of institutional care can run from $35 to $150 per week, with businesses' on-site locations usually the most expensive.

And in today's society, women no longer bear total responsibility for child care.

In a recent Fortune Magazine nationwide survey of 400 men and women with children under 12, 55.1 percent of men said care was shared equally, and 51.9 percent of women agreed. This indicates that men as well as women take time away from their jobs to care for children when a baby sitter fails to appear or when sickness precludes normal arrangements for care.

Newspapers are beginning to respond to the issue. Some are already involved in a child-care program. Others are examining employee child-care needs and how they might be met [**presstime**, May 1983, p. 50].

Pressure for child care has been brought by individual employees and by organized labor. The Newspaper Guild states in its model contract that the employer shall pay the full cost of day/night care for the employee's dependent children with the employee choosing the type of care and facility to be used. The Communications Workers of America, which recently absorbed the International Typographical Union, has raised the issue in its 1986 Bargaining Council resolution entitled "Justice."

Human-resources specialists at newspapers agree that the issue cuts across all newspaper departments and is not going to disappear. It will become a growing target, some say, for government intervention if private industry fails to act.

One newspaper pioneer in the child-care field is the News-Piedmont Co. of Greenville, S.C. In 1983, it helped to organize an independently operated "child development" center. Newspaper employees say the center is much more than a baby-sitting facility because the care includes developmental activities structured to prepare children for kindergarten.

About half of the 45-50 children at the center are those of newspaper employees. Initially, the newspaper provided seed money and administrative staff time. Today, fees paid by parents and special fund-raising activities support the center.

The Record of Hackensack, N.J., has been affiliated with a hospital-operated facility for several years. Alvin Miller, vice president/personnel, says that it, too, is developmental in nature, not custodial. The newspaper does not provide employee subsidies; instead, it financially supports a variety of hospital programs, with the child-care center being one example.

At The Boston Globe, a study of employee child care needs has been conducted. Efforts are being made to develop a consortium of businesses in the neighborhood that would support a child care center. Director of Human Resources Frank Grunstrom says the Globe's white-collar employees have expressed the greatest interest in having such care available for their children.

A number of human-resources executives emphasize that a company can show concern for child-care problems and extend assistance without making large expenditures.

An example of such assistance is a referral service. Employees of The Dallas Morning News, for example, can seek free referral service through Child Care Dallas. Under the newspaper-supported program, interested employees are interviewed to determine child-care needs. They then receive a list of appropriate providers, including licensed day-care centers, suppliers of in-home care and registered family centers.

The Statesman-Journal in Salem, Ore., offers a referral service and more. Personnel Director Steven Hungerford says there has been a wide-ranging response to concerns that surfaced in an employee survey on the issue. The survey indicated a need to examine existing company policies as well as to consider new ideas. As a result, policies have been altered to allow employees to use sick leave to care for children who are ill or involved in an accident.

The Statesman-Journal also instituted a plan allowing employees to apply for job sharing or "flextime" to meet care needs [**presstime**, May 1986, p. 12]. Such an arrangement must be approved by the immediate supervisor, department head and personnel director, although denials may be appealed to the publisher. There is a trial period before any change becomes final.

Hungerford says the employee-relations benefits far outweigh the $5,000 cost of the various initiatives in Salem. "Employees without children have written to say they were impressed and proud of the newspaper program, while parents are obviously pleased," he says.

Renfroe is ANPA manager/personnel relations.

The introduction of new editorial computer systems can be a difficult adjustment for some workers.

MORE MINORITIES. Also predicted to be a greater presence in the workforce of the future are minority groups. For example, BLS projects that by the early 1990s nearly one in every four new entrants to the labor force will be black.

"Today's issue with minorities remains getting them in the door," says Terri Dickerson-Jones, ANPA Foundation minority projects coordinator. "Tomorrow's issues will be promotion and retention." Dickerson-Jones also serves as staff director of the Industry-Wide Task Force on Minorities in the Newspaper Business, which has representatives from 39 newspaper-related organizations. (See story, p. 74.)

The U.S. newspaper industry has yet to conduct a comprehensive survey on minorities, although two newspaper organizations — the Association of Newspaper Classified Advertising Managers and the International Circulation Managers Association — have surveyed their own members, and the American Society of Newspaper Editors surveys minority participation in all U.S. newsrooms.

In 1978, ASNE adopted a goal of achieving racial representation in the newsroom equivalent to the racial composition of American society by 2000 — or sooner. ASNE's first survey in 1978 showed that only 4 percent of newsroom employees were minorities (black, Hispanic, Asian American, and American Indian). The 1986 survey indicated that the proportion was up to 6.3 percent.

The Hispanic population is the fastest-growing in the United States, but "it's not clear yet" what that will mean to newspapers, says a Tucson executive.

EEOC statistics show steady growth not only for blacks in the overall newspaper business (from less than 4 percent in 1966 to nearly 10 percent in '84) but also for Hispanics (from 1.3 to 3.9 percent).

But there are many who feel the newspaper industry is not doing enough to recruit and promote minorities (**presstime**, Aug. 1984, p. 14). Charles A. Martin, president and chief executive officer for the Institute for Journalism Education, says that the industry has three choices. "It can stagnate and stay at the level where it is now, it can move away from its commitment, or it can accelerate its activity and really begin to do the intelligent thing."

"We need to be preparing [minority] people for all levels" of the newspaper business, says Martin, whose organization strives to improve the minority-employment situation at newspapers. "Otherwise, I am fearful that we're going to lose a large segment of this country's most creative people to other professions. We are suffering at the level of middle managers. The people who are committed seem to be in the upper echelon."

Of all minority groups, the Hispanic population is the fastest-growing in the United States, but "it's not clear yet what that growing population will mean" to newspapers, says Edith Sayre Auslander, human resources director for Tucson Newspapers.

Currently, Hispanics account for 7 percent of the total U.S. population and by 2020 may account for 12 percent, predicts Census Bureau demographer Gregory K. Spencer. He says the Hispanic population will surge in the next 20 years — from 18 million now to 23 million in 1996 and to 30 million early in the next century.

"This will affect newspapers regionally where there is a concentration of Spanish-speaking people," says Garrett of The New York Times Co. "It will give newspapers more opportunity to improve the results of their minority recruitment."

"I hope it will bring pressure on newspapers to pay more attention to the Hispanic community," says Frank C. Newton, executive director of the National Association of Hispanic Journalists. "I hope it will make them look at their hiring practices, not only in editorial but in other areas of the newspaper."

The tide of illegal immigration, especially from Mexico, led Congress to pass the Immigration Reform and Control Act of 1986. Employers are now required to verify that all new hires are U.S. citizens or legal aliens holding "green cards" issued by the Immigration and Naturalization Service.

The new law also granted amnesty to thousands of "illegals," and they are now in a position to compete for jobs better than the low-profile positions to which they previously were limited. At the present time, however, newspaper employment managers in the Midwest and Northeast say they have more job applicants from India and Pakistan than they do from the Hispanic community.

COMPENSATION. An ever-present factor in newspapers' dealing with their workers, of course, is compensation. Historically, newspapers have lagged behind some other businesses in pay, and the numbers suggest that pay will be a particularly acute issue among younger and entry-level newspaper employees in the future.

Here's one example why: According to The Dow Jones Newspaper Fund, the journalism school graduate who got a job on a newspaper in 1964 received a starting salary of $4,900 a year, compared with $13,500 in 1985, the latest year for which figures are available. That's an increase of 175.5 percent. But during the same period, the Consumer Price Index increased 244 percent, which computes to a 25-percent loss of purchasing power for J-school grads entering the newspaper business.

On the other hand, experienced reporters represented by The Newspaper Guild have seen their purchasing power increase when adjusted for inflation. The average top minimum was $141.83 weekly in 1964, compared with $578.32 as of Dec. 1, 1986. This 308-percent gain compares with a CPI increase of 250 percent during that period. Thus, the experienced reporter had a 16.5-percent gain in buying power.

Some newspaper executives have expressed the concern that poor starting pay may be dissuading "the best and the brightest" from choosing newspapers as a career [**presstime**, Dec. 1986, p. 50].

Experts also say that women will be stepping up their efforts to obtain pay parity at newspapers. The study by University of Missouri faculty member Jean Gaddy Wilson, reported in **presstime** last October, showed that, on average, women were receiving no more than 86 percent of the salaries of men in comparable newspaper jobs, and as little as 52 percent.

"Women are going to demand and get the wage gap in earnings closed," says Providence newspaper executive Mock.

Other compensation matters being faced by some industries include paying new hires at lesser scales than people already working for the company—so-called two-tier wage scales—and accelerating the use of part-time workers as a means of controlling payroll and benefits costs. To date, the newspaper business has not been a major part of either trend. Some newspapers such as The Record in Hackensack do report, however, an increase in the number of part-time workers employed in the mailroom and in circulation.

DEALING WITH THE NEW WORKFORCE. As the newspaper workforce continues to become less white, less male and less young, publishers and other executives find themselves dealing with different value systems, different personal needs and different attitudes.

The differences in the workplace values and attitudes of people under age 40 and those over that age can be dramatic. The differences include the acceptance of authority and the importance of experience as a criterion for getting promoted. Studies show, for instance, that the older worker, having grown up during the World War II era and its aftermath, accepts authority. On the other hand, the younger worker, having grown up during the Vietnam War, does not trust authority.

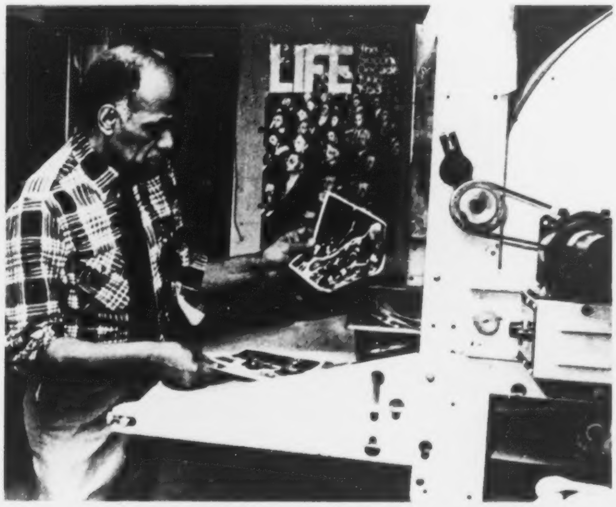
Michael Gallacher, Missoulian

Preparing market research materials at the Missoulian of Missoula, Mont., is Ann Andre Nybo, promotions director.

"Older people are more secure in their jobs," says Mock. "They aren't as career-minded as the younger people coming into the workplace. Older workers probably are less inclined to take chances and be innovative."

While newspapers must concentrate on accommodating an older workforce, they also must adjust their personnel practices to fit the new and changing views of those young people who will be coming into the business. To cite one effect, the younger generation doesn't view savings and retirement programs as an important part of their benefit programs. "That's one reason flexible benefits are becoming more popular," says McDonald of Richmond. With the "graying of America," one benefit that may be demanded in years to come, he says, is "eldercare"—that is, flexible or part-time work schedules or unpaid leave to care for elderly parents.

Because minority youth tend to have less education, they will need assistance to prepare for work, and employers will have to devote more resources to training.



Tennessean photographer Billy Easley processes sports pictures.

One group that is viewed as particularly susceptible to obsolescence is middle managers—those between first-line supervisors and senior management.

One change over the last two decades that affects workers of all ages, color and sex is that "People are more aware of their rights," says Mock. Management prerogatives once assumed to be inviolate are now being eroded by new legislation, federal and state agencies and the courts. "While at one time employers had an almost unlimited reign over all aspects of an employee's work life, employees now enjoy a number of protected rights," says L. Michael Zinser, a partner in the Nashville law firm King & Ballow. "Courts in some states are recognizing that there are areas of an employee's private life in which his or her employer has no legitimate interest."

"From the mailroom to the boardroom, from the composing room to the publisher's suite, in all walks of business, employers are facing a rising tide of lawsuits by former employees who had been terminated, but who are resurrecting the relationship by claiming they were wrongfully discharged," says Sandra E. Rapoport, an attorney and managing consultant in the New York City office of William M. Mercer-Meidinger Inc., an employee benefit and compensation consulting firm with many newspaper clients.

Another trend that is expected to continue is the growth of mental-stress related claims for workers' compensation. "Management of stress should concern employers if for no other reason than because our economy is moving away from claims for traumatic injury to stress claims deriving from the workplace," says Rapoport.

Stress—broadly defined—was the number-one complaint of The Newspaper Guild's membership in a recent poll. Stress-related answers to the question, "What do you like the least about your job?" accounted for 38 percent of the responses. Specifically, 15 percent complained about "long hours/irregular schedules," 14 percent identified "deadline pressure/hectic pace" as the worst part of the job, 5 percent said "overwork/short-staffed" and 4 percent complained of "paperwork/bureaucracy."

It has been documented that a newspaper's conversion from afternoon to morning publication, a frequent recent occurrence, can bring lingering personal problems that include insomnia, family and marital discord and even health problems resulting from the inversion of working hours [**presstime**, May 1984, p. 6]. And the government's Centers for Disease Control in Atlanta reports that workers on night and rotating shifts have more absences due to sickness and on-the-job injuries than do those on fixed day shifts.

To cope with the whole realm of workforce changes, newspapers are expected to devote more resources to training and retraining.

By a conservative estimate, says Martin of the Institute for Journalism Education, 72.5 percent of the entering workforce will be women and minorities by 1990.

Because minority youth tend to have less education than white youth, this group will need assistance to prepare for the world of work, and employers will have to devote more resources to training entry-level workers. What publishers can do is support education and provide role models for these human resources of the future, Martin says.

Retraining will be a requirement for the existing workforce, too, as still more automation is introduced. One group that is viewed as particularly susceptible to obsolescence is middle managers—those between first-line supervisors and senior management—whose "role has traditionally been as a sender and receiver of information up and down," says James D. Boswell, vice president of employee and public relations at the Los Angeles Times. "There will be more communication directly from top management to the first-line manager and employees through the computer. We need to be thinking about this and how we can retrain and assist middle management in this transition."

Boswell, who is heading ANPA's Human Resources 2000 study group, says the myriad of workplace changes that have taken place over the last two decades—and those that are yet to come—make human-resources expertise at newspapers more critical than ever.

"Just as the chief financial officer analyzes, recommends, structures and monitors the handling of a company's financial assets," he says, "the chief human resources officer must similarly address the company's people assets." ☐

For some newspaper people, working long after the customary retirement age is professionally and socially fulfilling. (See story, p. 36.)

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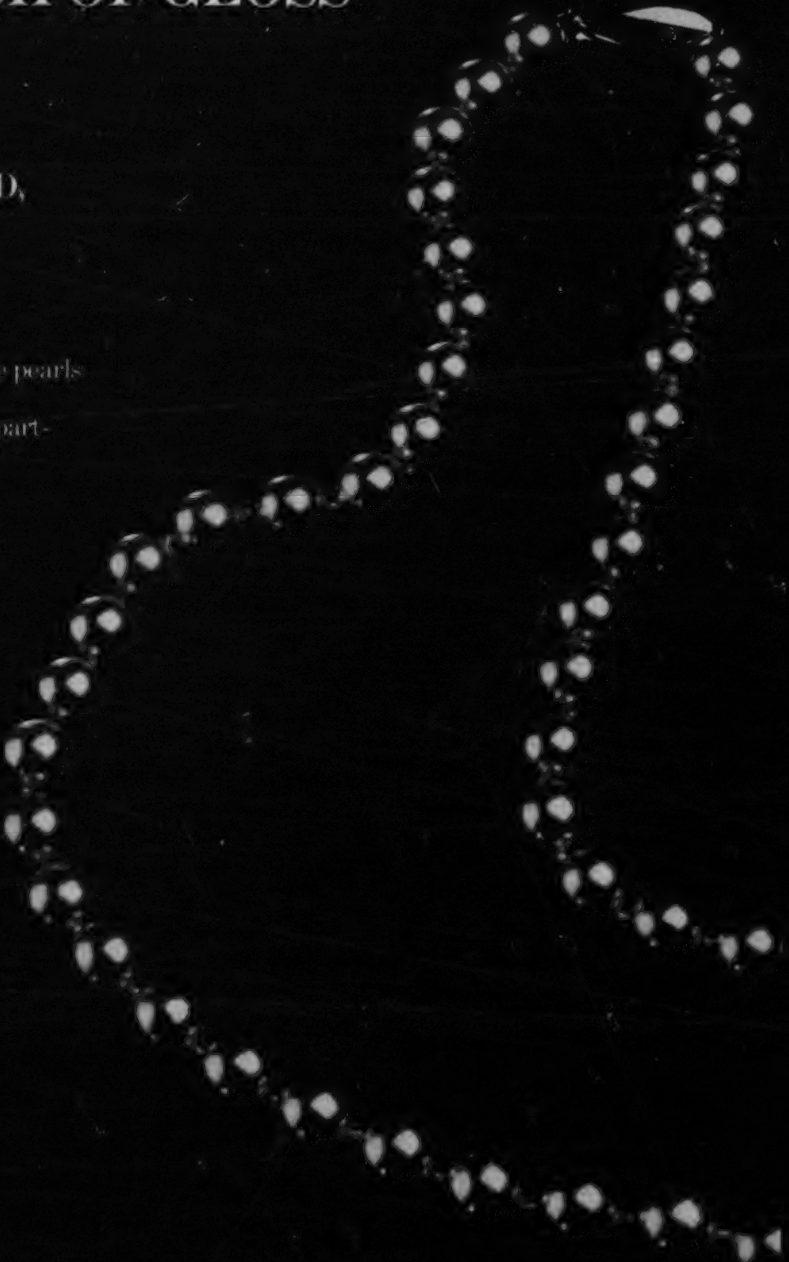

Pearl Necklace courtesy
Betteridge Jewelers, Greenwich

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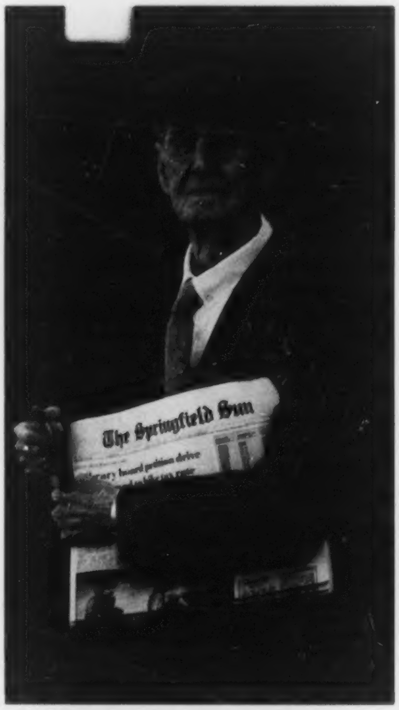
BY MARGARET GENOVESE
presstime staff writer

Some choose not to retire: Witness this segment of the newspaper workforce that stays active way past 65 years old



Kentuckian Moran may be the dean of working journalists.

John Bramel, The Springfield (Ky.) Sun

Don't talk to Robert B. Atwood, publisher of The Anchorage Times, about aging or retiring. "The only time I feel old is when I talk to someone . . . who keeps harping on it," says Atwood, 79. "I'm doing my thing and getting along fine."

So is Roy McDonald, the 85-year-old publisher of the Chattanooga News-Free Press.

And Audrey Stubbart, proofreader and columnist for The Examiner in Independence, Mo. She's 91.

And James S. Moran, editor emeritus and columnist of The Springfield (Ky.) Sun. He will turn 99 in April.

And dozens of other people in their late 70s, 80s and even 90s working for U.S. daily and weekly newspapers. With their remarkable staying power, they are contributing to the trend toward an older workforce. However, they are clearly atypical, as estimates put the current average age of newspaper workers at about 40.

Not only must working newspaper people 75 and older be considered unusual in their own field, they also are rare commodities in the overall labor force. Today, only about 400,000 Americans 75 and older are employed full-time or part-time, according to the U.S. Labor Department's Bureau of Labor Statistics. This is less than half of 1 percent of the approximately 10 million Americans that age who are not in an institution such as a nursing home or hospital.

Why does this small minority of newspaper people persist in working? For love and money, they usually say. But primarily, for love.

"I would be miserable anywhere else," says McDonald. Maybe someone else could do what he does better, McDonald acknowledges, but he just enjoys doing it—and so he stays on.

With last year's enactment of amendments to the Age Discrimination in Employment Act, there is no legal reason why newspaper people (except top executives) cannot, if they wish, continue to work so long as they are able.

The National Council on the Aging, which lobbies for laws to provide senior citizens with the option of remaining on the job, likes to say that "ability is ageless."

"The only thing you really know about someone when you know their age is how many candles to buy for the next cake," says Jack Ossofsky, NCA president. "You don't know anything about their health, their skill, their experience, their flexibility, their capacity to learn."

Study after study have shown, Ossofsky says, that on the whole, older people are "exceedingly good workers." They normally know the short cuts in getting the job done, he says, and they have less turnover, less absenteeism and less illness than younger workers.

NIMBLE AT NINETY. Consider proofreader/columnist Stubbart in the hometown of President Harry Truman (who lived to age 88). She arrives at work every morning at 7:30 a.m. to begin her day in front of a VDT screen proofing The Examiner.

She joined the daily newspaper after reaching the then-mandatory retirement age of 65 at a local publishing house. At the time, she thought she would just be filling in "until they could find someone younger than I." Last September, she celebrated her 25th anniversary there. "I've loved every minute of it," she says. Four years ago, she began writing a weekly column, "Point of View."

She is not the only senior citizen at the newspaper; another columnist, who works part-time from her home, is 81. According to Stubbart, "She says when I quit, she's going to quit because she doesn't trust anyone else to spell the words."

Stubbart says she enjoys her job too much to quit. "I just love to read. Why not get paid for it?" Her job also keeps her "in touch with the world, with people, especially young people. They have a different slant on world affairs."

The 98-year-old Moran, who may be the oldest working journalist in the United States, also says he has no plans to stop working, although his 71 years of continuous employment at The Springfield Sun would certainly entitle him to a gold grandfather's clock, should he ever decide to retire.

"I don't like that word 'retire,'" he says. "It means quit, and I don't want to quit. As long as I can go, I'm going to keep going. I'm looking forward to celebrating my centennial."

Moran's theory is that staying active is the key to staying healthy. If an automobile is left sitting in a garage, its tires go flat and it deteriorates, he observes. "The human body's the same way."

His journalism career began as a country correspondent for various Kentucky news-

Doing Just Fine

papers, including all four of the Louisville dailies published at the time. In 1916, he purchased one of Springfield's two weekly newspapers, the News-Leader, and formed a partnership with the owner of the other paper, the Sun. They merged the operations, and 30 years later, Moran bought out his partner.

Subsequently, his son-in-law and grandson joined him in the business, and their company grew into a small group, which was sold in 1973 to Landmark Communications. Although he was 65 at the time, Moran chose to stay on as editor emeritus of the Springfield weekly.

"In this division (of non-dailies and small dailies), it has been our practice . . . to allow and encourage the former owners and publishers of those papers, who are so much a part of the history of those communities, to continue with us," says Patricia T. Darby, personnel director of Landmark Community Newspapers.

(Moran's grandson, James L. Edelen, is editor and publisher of The Sentinel-News, a Landmark weekly in Shelbyville, Ky., which, coincidentally, has an octogenarian columnist.)

Moran, who has seen the newspaper business go from hand-set type to offset printing, still pounds out his weekly column on an ancient Underwood typewriter. Although some reporters at the paper use personal computers, "I call them mechanical brains, and I don't like to use them," says Moran.

His comment on computers is typical of the plain talk he uses in his column, "Through My Bifocals." Some examples:

- "A friend told me the latest report on child abuse was that a man died and left a large farm to his children."
- "We never get too old to learn, but it is often too late. For instance, after using milk and milk products for more than 90 years, I am informed milk is detrimental. Wish I had known."
- "President Reagan deserves sympathy because of his physical condition and trillion dollar budget."

Moran arrives at the newspaper every day at 10 a.m., reads a raft of out-of-town newspapers, which provide information for his column, and leaves for the day at 3 p.m. In addition to writing his column, he maintains the bound copies of the newspaper and on Wednesdays when the paper comes out, Moran grabs a handful and distributes them to advertisers on Main Street.

Faith keeps Royals' manager going
Examiner
Iran releases

Colin Braley, The Examiner

Stubbart, 91, writes for a Missouri newspaper that has another columnist age 81.

In addition, says Managing Editor John Bramel, Moran "serves as a valuable encyclopedia of information."

PUBLISHERS' PERSPECTIVE. Older people do indeed have a lot to contribute to a newspaper, says Publisher McDonald.

"I sometimes write memories of the past, and people like to hear about them."

He still lays out his paper in Chattanooga every day. "I know where the advertiser wants to be. I know how to do it. I know what will run on the press. I know where color will run. I know all those things."

McDonald goes to work six days a week. On weekends, he stays at the plant until the Sunday edition is off the press in the wee hours of morning. "I do not brag about it," he says. It's just that "if I was at home, I would be wondering what happened."

McDonald founded the newspaper as the Free Press in 1936, after three years of distributing an advertising flyer for his chain of grocery stores. He bought a competing newspaper, The News, in 1939 and merged it with the Free Press.

A son, grandsons, daughter and son-in-law all work at the newspaper. "We operate it kind of like a country weekly," he says.

McDonald believes he is "probably the

only publisher in America who has been continuously publishing for 50 years [and] who was the founder of his newspaper. You have to be pretty young when you start out, on that basis."

Atwood has been a publisher a year longer than McDonald, but he was not The Anchorage Times' founder. He bought it in 1935 after marrying the daughter of the president of the Bank of Alaska. "I realized for the first time that a reporter who marries a banker's daughter had credit," says Atwood.

If ever there was an example of "You are as young as you feel," it is Atwood. Last October, he physically subdued a man who entered the Times building brandishing a semiautomatic rifle and apparently looking to take Atwood hostage.

Even as he prepares to celebrate his 80th birthday at the end of this month, retirement is not in his plans. "I still think I have room for personal growth," says Atwood. "I'm involved in the world and the things going on around me. I have opportunities to study the problems of the day and to figure in decisions."

> *"I don't like that word 'retire.' It means quit, and I don't want to quit."*

Only recently did he give up the title of editor, although he still writes editorials. His daughter, Elaine, is assistant publisher, and, according to Atwood, aspires to be publisher. "I don't know any reason she shouldn't, except I'm in the way."

OTHER POSITIONS. Columnist, editor and publisher are not the only newspaper slots being occupied by people 75 and older. For example, at the St. Petersburg Times, 78-year-old Arthur G. Hedden rises at 2:30 a.m. daily and delivers 160 newspapers in his high-rise apartment building. And at the San Jose Mercury News, Gordon Vallandigham recently retired from the night shift in the composing room at the age of 93.

But perhaps the area where older employees are most apt to be found is in the ranks of columnists and correspondents, many of whom work part-time or from their homes [**presstime**, May 1986, p. 16].

Every Monday and Tuesday, Rose Leo makes her rounds in Howard, Kan., stopping at the sheriff's office, the courthouse and other local spots to gather material for her "Howard Happenings" column in The Howard Courant-Citizen.

Now 92, Leo has been a writer since age 18, when she first started sending material to Howard's then-two weekly newspapers. "They furnished the paper and the stamps, and I just wrote items," says Leo, who still submits handwritten copy.

Like some of the other senior newspaper people, Leo is something of a celebrity. After being featured in a Detroit Free Press story, she was inundated with requests for television and radio interviews. She has answered more than 500 letters, many from older writers. She frequently gets requests for columns on what life was like during her youth. "Some people are anxious to know how we lived in those days and what we did."

But not all of the senior columnists savor the nostalgia beat.

"I sometimes write memories of the past, and people like to hear about them. But I wouldn't be satisified to write nothing than memories of the past," says Zula Bennington Greene.

Greene, who will be 92 March 2, has written a six-times-weekly column for the Topeka (Kan.) Capital-Journal for the past 53 years. Her column is called "Peggy of the Flint Hills," a pseudonym that dates from her first writing assignment for a newspaper.

Her "greatest problem" is coming up with new column ideas. "If I can't find anything to write about, I write anyway," she says.

Greene continues her column for several reasons: It provides a "connection to the community that I enjoy," a source of income and an opportunity for self-expression.

A 1981 readership survey found that she was the most popular columnist in the Topeka paper for readers over 65. Among all readers, she ranked above such syndicated stars as Jack Anderson, Art Buchwald and James J. Kilpatrick.

Greene says people tell her she's getting "better all the time"—praise against which she applies "the usual discount." She is a tough critic of her own column and says although she has no plans to stop producing it, "If I feel that I am slipping at all permanently, I think I will quit." ☐

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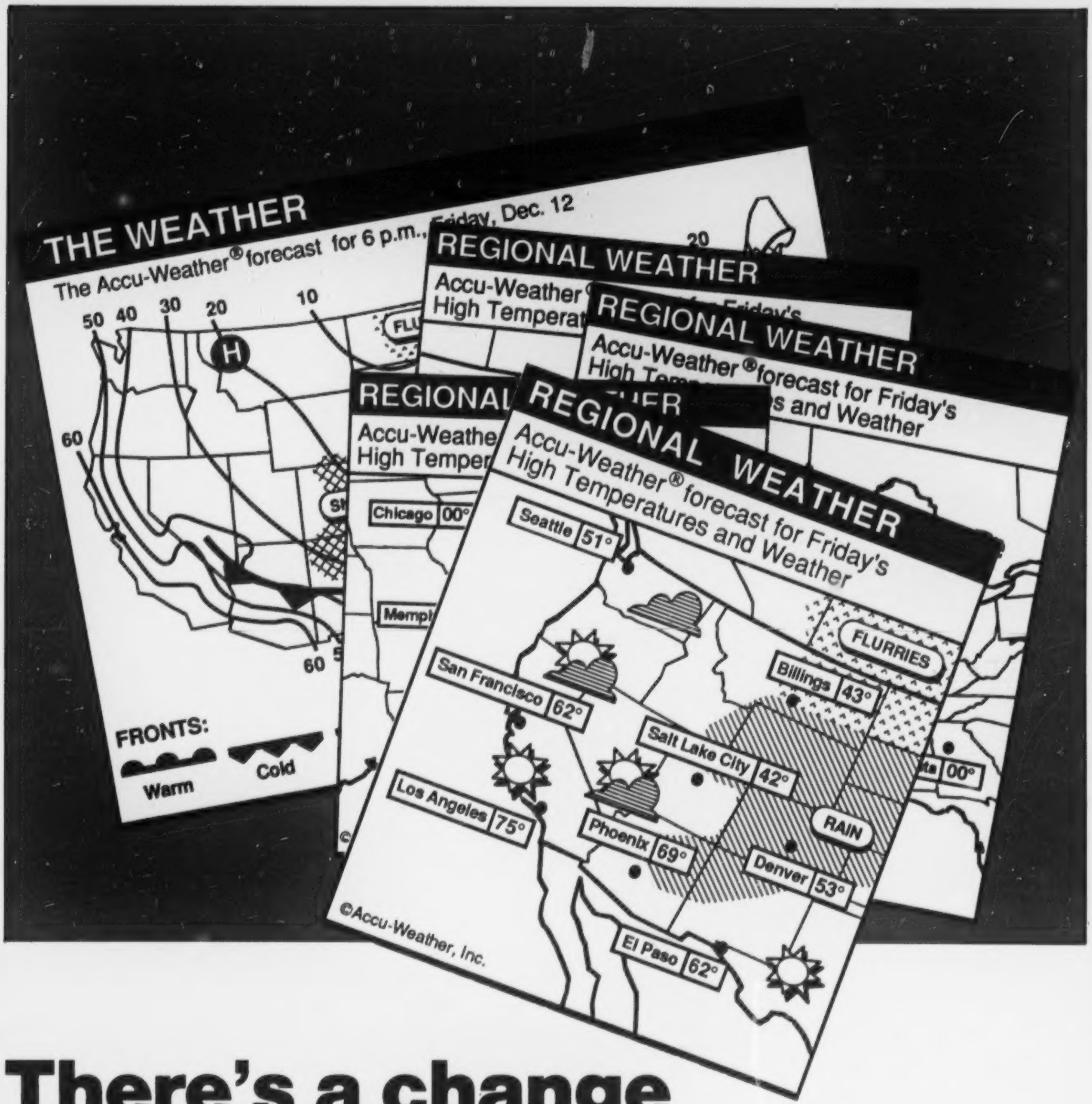
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What used to be black and white and read all over…

BUSINESS

SECTION C

Circulation down; Ad revenues slip

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad revenues.

Survey responses substantiate today's ``color world.'' More than 90 percent of those surveyed own one or more color televisions. Almost all respondents read two or more color magazines per week.

Advertising, in print as in television, is a visual medium. Attaining the right ``image'' for whatever is being marketed is all important. For more and more advertisers, black and white no longer suffices, especially when their significant insertion rates are considered.

Recent surveys indicate a decrease in circulation for major daily newspapers that are still utilizing black and white print. Industry experts also agree that a black and white format directly relates to a decline in ad

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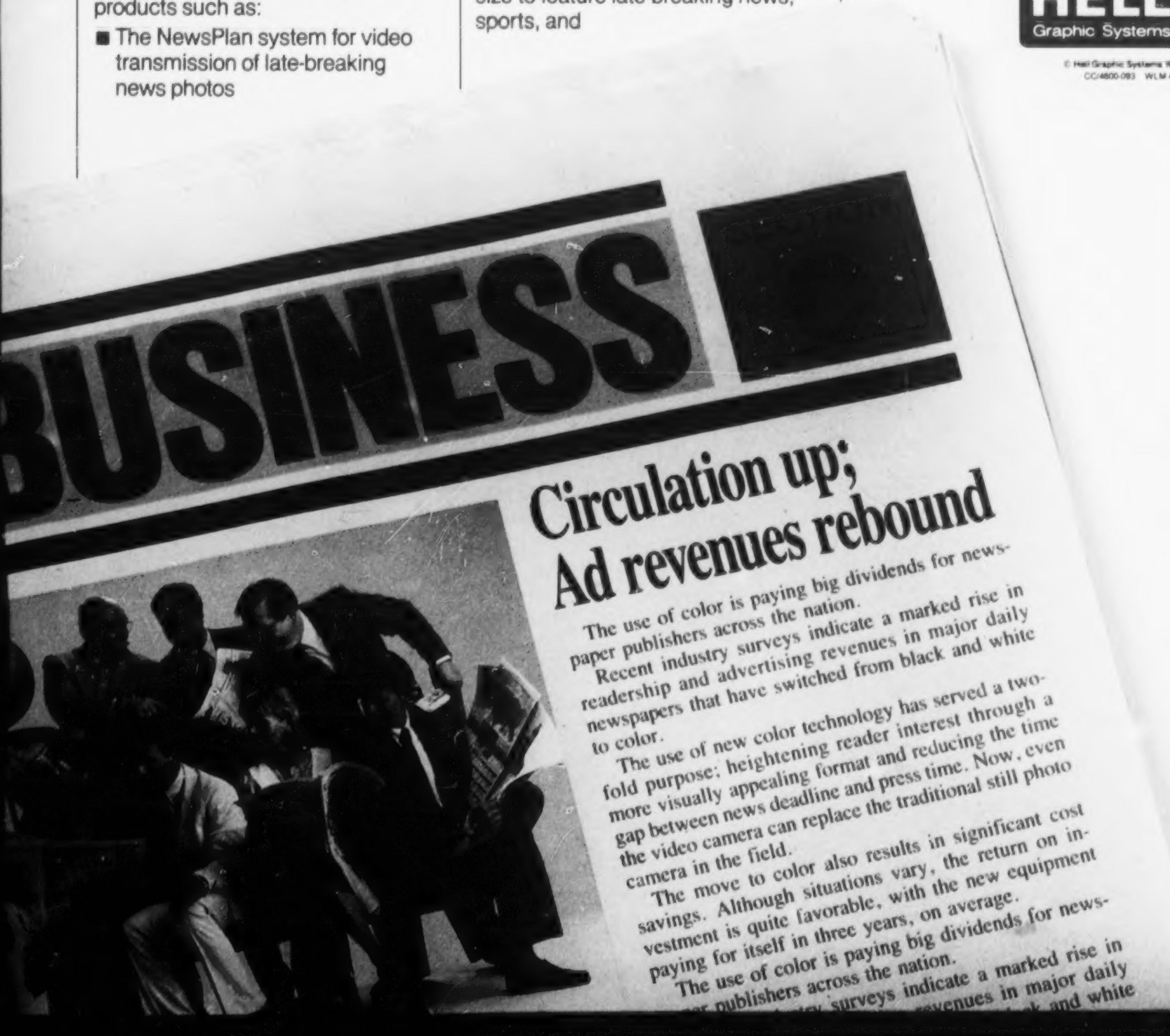

BUSINESS

Circulation up; Ad revenues rebound

The use of color is paying big dividends for newspaper publishers across the nation.

Recent industry surveys indicate a marked rise in readership and advertising revenues in major daily newspapers that have switched from black and white to color.

The use of new color technology has served a twofold purpose; heightening reader interest through a more visually appealing format and reducing the time gap between news deadline and press time. Now, even the video camera can replace the traditional still photo camera in the field.

The move to color also results in significant cost savings. Although situations vary, the return on investment is quite favorable, with the new equipment paying for itself in three years, on average.

The use of color is paying big dividends for news-
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k and white

The Great Story of the Drafting Of the U.S. Constitution

BY WARREN E. BURGER

The reissue of *Miracle at Philadelphia,* written more than 20 years ago by the late Catherine Drinker Bowen, is a service to the country. This service is enhanced by the fact that The Book-of-the-Month Club, which has never offered the same book twice as its main selection, has for the second time made *Miracle at Philadelphia* a main selection (for November 1986), thus ensuring a very wide readership.

No single popular work will convey as much to the reader about our Constitution as this splendid book.

Junius Brutus Stearns' 1856 painting portrays Constitutional Convention.

Bowen devoted her talent and, indeed, her life to probing the history of governments and their leaders. Her most popular books were: *Yankee from Olympus: Justice Holmes and His Family, John Adams and the American Revolution, Francis Bacon: The Temper of a Man,* and *The Lion and the Throne: The Life and Times of Sir Edward Coke.* On one occasion, more than 30 years ago, I had the privilege of sharing a dinner with her, and I was fascinated to learn how she did her studies of 20th century figures, Oliver Wendell Holmes, for example, and then worked back into the 18th and 17th centuries.

The drafting of our Constitution—from May to September 1787—is one of the greatest stories in our history, and *Miracle at Philadelphia* tells it in a very readable way.

Bowen spent many months reading widely about the events that took place during that hot Philadelphia summer. Then she put her fine mind to work and created a narrative that is not only sophisticated and historically accurate, but also intelligible to the general reader and as exciting as a detective story. One of her purposes, as she later explained in *Biography: The Craft and the Calling,* was to make the reader anxiously ask: "Are they going to sign this Constitution, will it go through? Or are these 55 delegates simply talking themselves into an impasse?"

Bowen had a rare talent for description, an ability that makes the reader feel a part of the story. She makes us see and appreciate Madison's scholarship, Hamilton's organizational genius, Franklin's ability to use his seniority to score points in debate, and Washington's gentle but firm leadership.

Here is George Wythe of Virginia, the great law teacher of Jefferson, Marshall and other leaders: "At 60, Wythe looked like a sinewy old eagle. A long sharp nose nearly met a jutting chin, the head went into a point at the top." In the records of the convention, when James Wilson of Pennsylvania "rises to speak it is as if an electric charge passes down the page." And Gouverneur Morris, "once launched and on his feet—wooden leg, stout cane, flashing eye—seldom stopped short of his oratorical goal."

Bowen shows us how the delegates dressed, where they stayed in the city, how they spent their off hours. She also describes how, offstage, John Adams in London and Thomas Jefferson in Paris reacted to events at the convention.

She does something unusual in the middle of her narrative: She moves us from Philadelphia and, in a three-chapter digression, describes the country in 1787 as seen largely from the eyes of foreign observers. When we return to the convention, still in crisis, still unable to decide the most important issues, we understand better why the country needed a new government and why these men with their seemingly narrow sectional loyalties were somehow able to draft and complete a charter for the new nation.

Bowen goes on to describe the convention's dramatic conclusion—the "Great Compromise" that broke the deadlock between the large and small states over representation in Congress, the compromise over slavery, the rejection of a bill of rights, and the final drafting by the Committee on Style and Arrangement.

Her description of the signing ceremony is particularly poignant: Benjamin Franklin makes an eloquent closing speech urging the delegates to put aside their disagreements over particular points and to subscribe "to this Constitution with all its faults, if they are such." But three delegates, including Edmund Randolph, then governor of Virginia and later the first attorney general of the United States, have some reservations and apologetically decline to sign their names.

Bowen then describes, again in her inimitable, vivid style, the battle over ratification and the jubilant festivities when New Hampshire became the ninth state to ratify the Constitution. It is a remarkable story.

Last year when the President appointed me chairman of the Commission on the Bicentennial of the United States Constitution, I called Kevin Dolan at Little, Brown & Co., and urged him to consider republication of this excellent work. I am pleased that Little, Brown decided to do so. That decision is an important service to the Bicentennial of the Constitution and will contribute a great deal to its celebration.

Bowen's book is important not only for its literacy value, but also for its ability to foster widespread understanding of the origins of our freedoms. ☐

Burger, retired chief justice of the United States, is chairman of the Commission on the Bicentennial of the United States Constitution.

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Tony Ridder

'Quick manager' tackles new job at Knight-Ridder

BY C. DAVID RAMBO
presstime staff writer

On his way to the top, P. Anthony Ridder has held just about every job in the newspaper business. He has been classified salesman, reporter, circulation district manager, publisher. In February 1986, he became the first to assume the new position of president of the Newspaper Division of Knight-Ridder Inc.

In the process, Ridder has come to be regarded in some quarters as one of the "superstars" of the business. His fame stems from a swift track record as publisher of the San Jose Mercury News from 1977 until that reassignment a year ago to the corporate post in Miami.

With Ridder at the helm and with a top-flight editorial staff, the Silicon Valley daily flourished. Media critic Ben H. Bagdikian, dean of the University of California at Berkeley Graduate School of Journalism, ranks it as "journalistically the best paper in the (San Francisco) Bay area" and one of the best on the West Coast.

Knight-Ridder President James K. Batten says Ridder performed "splendidly by every available measure" in San Jose. His business-side success was "extremely impressive," Batten says, and editorial quality improved significantly.

Ridder now is responsible for all operations of 33 of the 34 Knight-Ridder dailies (the exception is the Journal of Commerce) and for its seven weeklies.

And although there has been no announcement, it is expected that Ridder will assume an even greater corporate role when Knight-Ridder Chairman and Chief Executive Officer Alvah H. Chapman Jr. reaches Knight-Ridder's mandatory retirement age of 67 next year. Observers say Batten likely will succeed Chapman, and that Ridder and Richard G. Capen Jr., chairman and publisher of The Miami Herald, will serve directly under him.

A hallmark of Ridder's performance in San Jose was his penchant for action. "He was a quick manager who wanted to make decisions. He didn't want things lying around," says Robert C. Williamson, Mercury News display advertising director.

Robert D. Ingle, senior vice president and executive editor, says, "He has a very keen, analytical mind and is very good at zeroing in on essential information."

Particularly noteworthy is Ridder's "incredible energy," Ingle says. "He walks at a run. He eats lunch in about two and a half minutes."

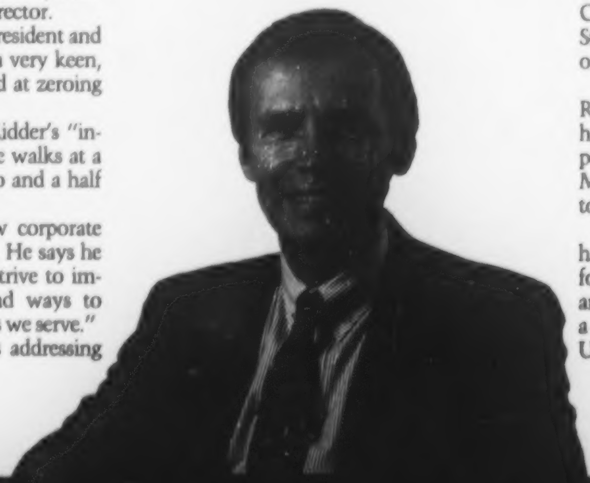
Ridder has attacked his new corporate responsibilities with equal vigor. He says he is determined to "continue to strive to improve our newspapers and find ways to reach readers in the communities we serve."

One of his high priorities is addressing illiteracy. Ridder says this year every one of the Knight-Ridder papers under his purview will develop a program "to deal with the illiteracy problem in their communities."

Another high priority is minority employment. "There are not many minorities at the highest levels of our business, and I think that is something we need to change." He says recruiting more minorities "is just part of it"; also important is promoting minorities within the organization.

On the employment front, Ridder believes the newspaper business has done an adequate job of recruiting talented people for the news side. But on the business side "we have waited for people to work their way up through the industry" rather than recruit from good business schools, he says. "There are not many MBAs from Stanford and Harvard in the newspaper business."

Ridder has other basic business concerns. He says he wants to ensure that each Knight-Ridder newspaper grows in circulation and in advertising volume—not just in ad revenue. To accomplish this, he says, it will be important to use moderation in future circulation price and ad-rate increases.



Ridder, 46, was born in Duluth, Minn., with a leg up in the newspaper business—his family owned a group of newspapers known as Ridder Publications.

His great-grandfather, Herman Ridder, started the business when he bought the New York German-language newspaper Staats-Zeitung und Herold in the 1880s. That paper later was sold, but the organization went on to become a prominent newspaper group with holdings mainly from Minnesota to the West Coast. Ridder Publications in late 1974 merged with Knight Newspapers to become Knight-Ridder Newspapers. The name was changed last year to Knight-Ridder Inc.

Ridder received a bachelor's degree in economics from the University of Michigan in 1962. Before and after graduation, he worked at several Ridder papers including the Aberdeen (S.D.) American News, the Duluth News-Tribune and Herald, and the Pasadena (Calif.) Star News. He also worked one summer as a reporter at The Detroit News.

In 1969, he was named business manager in San Jose. He became general manager in 1975 and publisher in 1977.

"I worked in every department of the newspaper in a hands-on way," Ridder says, recalling his early years. His favorite job was the top one because "as publisher you get involved in everything. I'm not sure there's a better job anywhere."

Ridder also has employed his talents in newspaper associations including the Metropolitan Sunday Newspapers organization, the Industrial Relations Bureau in San Francisco and the California Newspaper Publishers Association. And he has been unusually active in civic affairs, especially in San Jose.

Despite his move to Knight Ridder headquarters overlooking Biscayne Bay in Miami, he continues to have strong ties to the Pacific Coast area. He is chairman of the Technology Center of Silicon Valley, which plans to build a high-tech science museum in San Jose featuring an outdoor area to be named "Tony Ridder Plaza," and retains membership on the advisory board of the Center for Economic Policy Research at Stanford University and the board of regents of the University of Santa Clara.

Outside of work and community efforts, Ridder keeps himself fit by running daily, hitting the road around 6 a.m. He has competed in the New York Marathon and the Montreal Marathon. He also is an amateur tournament golfer and a skier.

Ridder's wife, Connie, is a lawyer. They have four children—a daughter who works for the Conde Nast magazine organization, another daughter who works for Xerox, and a daughter and a son who are students at the University of Washington in Seattle. □

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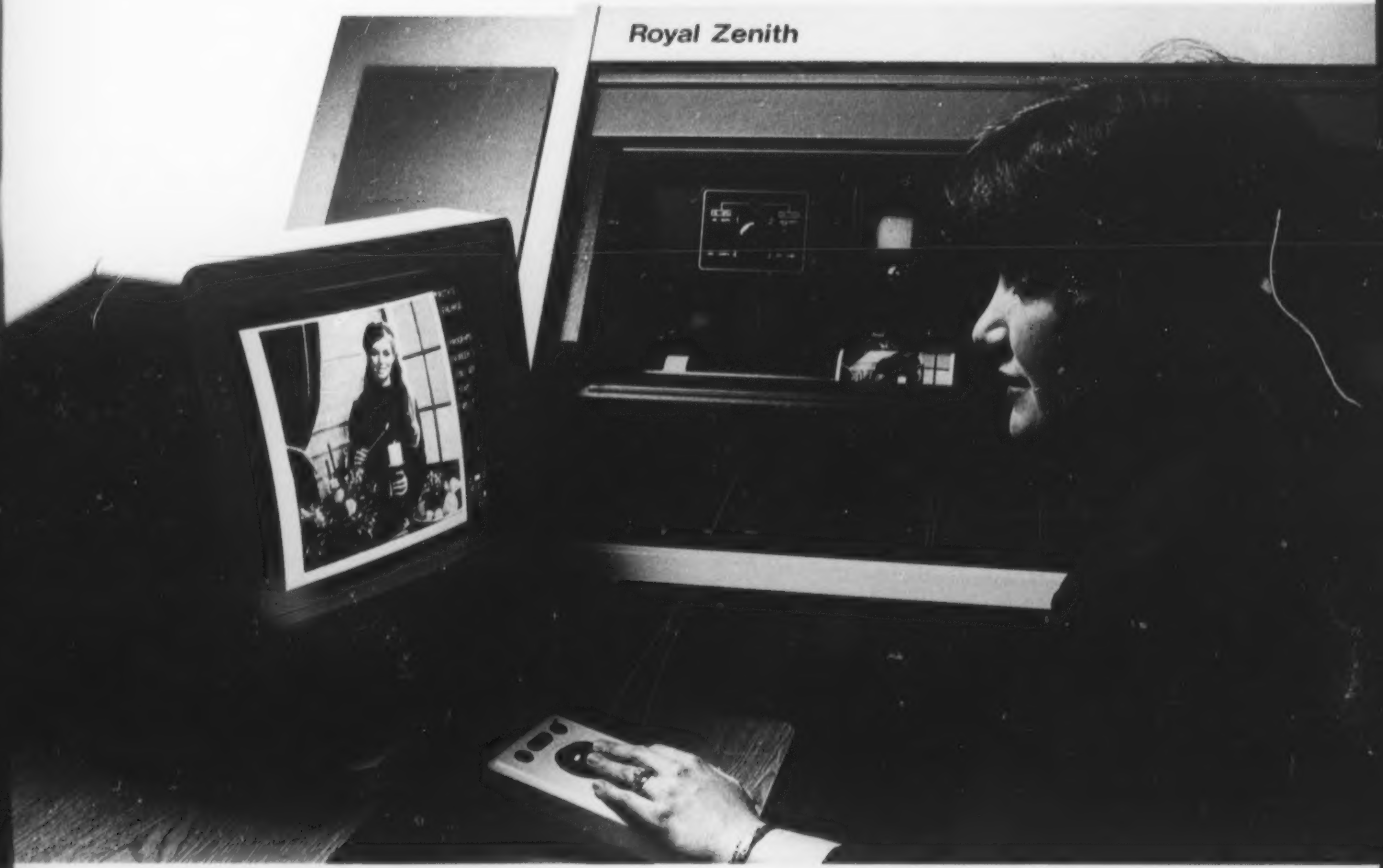

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LEGISLATION

New tobacco ad-ban bill readied

A bill that would ban all advertising and promotion of tobacco products was being prepared for reintroduction in the House of Representatives in late February.

At a Feb. 18 press conference, Rep. Mike Synar (D-Okla.) said his measure has 24 cosponsors, nine of whom are members of the Energy and Commerce Committee, which has jurisdiction over the legislation. Synar is also a member of that committee. Among the cosponsors is Rep. Henry A. Waxman (D-Calif.), chairman of the Commerce Committee's Subcommittee on Health and the Environment.

However, the bill does not have the support of the American Bar Association. The ABA House of Delegates Feb. 16 rejected a resolution that would have expressed the lawyer organization's support for legislation banning tobacco advertising.

The unsuccessful resolution was proposed by the New York State Bar Association (**presstime**, Jan. 1987, p. 42).

Prior to the vote at the ABA's mid-year meeting in New Orleans, the joint ABA-ANPA Task Force wrote members of the House of Delegates expressing opposition to the resolution.

ANPA also joined the Magazine Publishers Association in writing letters to the entire House of Representatives, urging members not to cosponsor the Synar bill. Saying the measure raises "constitutional problems of the greatest magnitude," the publishers' associations said it would be "ironic" if during the year the United States celebrates the 200th anniversary of the Constitution, Congress "acted to severely restrain constitutionally guaranteed individual rights."

The Senate also has an anti-tobacco advertising measure pending before it. Sen. Bill Bradley (D-N.J.) Feb. 3 reintroduced a bill (S 446) that would deny tobacco companies tax deductions for advertising expenses. The bill has four cosponsors. Bradley is a member of the Finance Committee, which has jurisdiction over tax matters.

ANPA has written to all members of the Senate asking them not to support the legislation. "If Congress and the President so determine—and the courts agree—they can declare activities and products illegal," the Association said. Short of that, however, "government should not censor the free flow of information in our free society about legal activities or products," ANPA said. "Further, it does not lighten constitutional responsibilities to use the tax laws discriminatorily to reduce speech." ☐

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AMER R

Henry G. Miller of the New York State Bar Association speaks in favor of ABA resolution supporting a proposed ban on tobacco ads. It was later rejected.

Bryan S. Berteaux, Times Picayune/States Item

COURTS

COURT BRIEFS

- Three San Francisco law enforcement officials have asked the U.S. Supreme Court to review the California Supreme Court's decision to overturn a **$4.56-million libel judgment** against The Hearst Corp. and two reporters over a 1976 series of articles in the San Francisco Examiner. It had been the largest libel damage award ever upheld by an appellate court (**presstime**, Jan. 1987, p. 43).

- A federal special prosecutor has asked the 1st U.S. Circuit Court of Appeals to meet en banc to review its earlier decision clearing The Providence Journal and an editor of a **criminal contempt-of-court conviction**.

A three-judge panel of the 1st Circuit ruled Dec. 31 that a lower court's temporary order prohibiting the Journal from publishing information about a reputed organized crime figure was "transparently invalid" (**presstime**, Feb. 1987, p. 38).

- In two **fairness doctrine** cases, a federal appeals court refused to decide whether the doctrine violates the First Amendment and ordered that the issue first be decided in other forums.

In *Meredith Corp. v. Federal Communications Commission and the United States,* the U.S. Circuit Court of Appeals for the District of Columbia ordered the Federal Communications Commission to consider the constitutional claims of a Syracuse, N.Y., TV station that the doctrine no longer serves the public interest and that it imposes restrictions on free speech.

In *Radio-Television News Directors Association v. FCC and the United States,* the appellate court told the plaintiff to bring the matter first before a federal District Court.

- A Maine judge ruled Feb. 20 that he would not reconsider his **contempt-of-court** charge against Concord (N.H.) Monitor reporter Bob Hohler, who refused to testify in a murder trial about his interview with the defendant (**presstime**, Feb. 1987, p. 39).

The defendant was convicted without Hohler's testimony. "We're not really sure what happens next," said Monitor Editor C. Michael Pride. He added that Maine prosecutors apparently plan to pursue the contempt charge.

REGULATIONS

Meese ruling on Detroit JOA imminent

A ruling was expected in late February from U.S. Attorney General Edwin Meese III on the application of Detroit's two daily newspapers for a joint operating arrangement.

Under the Newspaper Preservation Act of 1970, Meese's options were threefold: approve the application, thereby granting a limited antitrust exemption for the merger of the non-editorial operations of The Detroit News and the Detroit Free Press; deny it; or order public hearings as a prelude to a final decision.

The Justice Department's Antitrust Division has recommended hearings [**presstime**, Oct. 1986, p. 48].

"I don't think anyone expects him to reject it," said William J. Keating, chief executive officer of the Detroit Newspaper Agency, which would operate the proposed JOA.

Keating said the requirement has been met that at least one of the newspapers be a "failing" newspaper, under the terms of the Newspaper Preservation Act. The newspapers' combined losses in 1986 were "in excess of $30 million," he said, but he declined to provide a breakdown.

According to Keating, the newspapers are ready to implement the arrangement as soon as it is approved.

Between 3,800 and 3,900 workers are employed in departments that would be affected by the consolidation, and fewer than 1,000 of them would lose their jobs, he said.

Both newspapers have hired an outplacement firm, Jannotta, Bray & Associates Inc. of Detroit, to assist those employees find new jobs.

When The Stroh Brewery Co. closed a Detroit plant, Jannotta, Bray & Associates placed 97 percent of the people who sought other employment, said Keating. "When we were looking to find an outplacement firm like this, that certainly caught our eye." ☐

Patrick to head FCC

President Reagan has named Dennis R. Patrick to succeed Mark S. Fowler as chairman of the Federal Communications Commission. Fowler has announced he will resign this spring. Patrick has been an FCC comissioner since 1983 [**presstime**, Jan. 1984, p. 36]. ☐

ANPA hits preprint proposals

Proposed new postal rules on advertising inserts could have a severe negative impact on newspapers that use the mails extensively for distribution and even cause some of them to reject preprints, ANPA said.

"Rural newspapers (that) rely upon the mails almost exclusively to reach readers will simply have to turn away advertising," the Association said in comments to the U.S. Postal Service.

USPS proposed tightening rules on preprints that are carried in publications delivered through the mails. Among other things, authorities want to limit the number of pages permitted in supplements to the number of pages in the main body of the newspaper; to reinstate an abandoned requirement to print "supplement to (name of newspaper)" on the inserts; and to bar certain kinds of material mailable as inserts such as product samples.

ANPA said a relatively small insert in some cases may turn out to be larger in number of pages than the paper in which it is carried. Requiring an advertiser to print tailored "supplement to" notices on preprints, it said, "would provide a powerful incentive for the advertiser to abandon the newspaper."

USPS proposed the rules to crack down on alleged abuses involving preprints [**presstime**, Jan. 1987, p. 50]. ☐

Court upholds 2nd-class TMC rules

The 4th U.S. Circuit Court of Appeals affirmed new U.S. Postal Service rules that block newspapers from using second-class mail for their total-market-coverage programs.

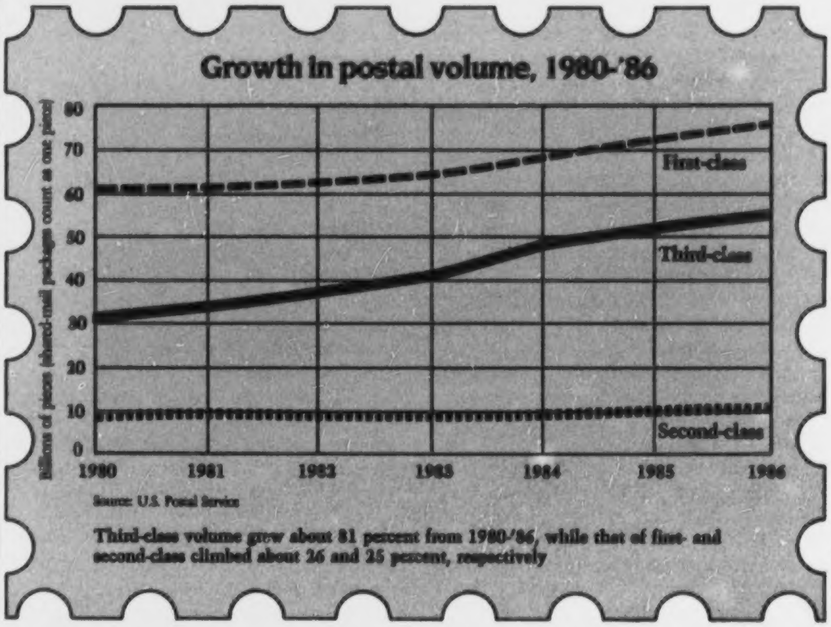
The court rejected an ANPA appeal in which the Association argued the rules violate free-speech and equal-protection provisions of the First and Fifth Amendments.

The court did, however, remove ANPA's primary concern—that the rules discriminate between classes of publications. The court clarified that the rules do not treat publications differently by virtue of their publication frequency.

In that respect, "in my own view, the court did exactly as we wanted it to do," said W. Terry Maguire, ANPA vice president/general counsel.

Without examining most of the Association's claims, the court explained that USPS promulgated a "final rule" after briefs were filed in the case that prohibited second-class TMCs not only on the day of publication of the regular issue but also in the same week.

ANPA was concerned that the final rule also could be discriminatory, but the court removed that fear by saying the description of every week "is illustrative rather than definitive" [**presstime**, Dec. 1986, p. 56]. ☐



Growth in postal volume, 1980-'86

Source: U.S. Postal Service

Third-class volume grew about 81 percent from 1980-'86, while that of first- and second-class climbed about 26 and 25 percent, respectively

Alberto Pacheco

ANPA protests recommendation to lift Bell restrictions

ANPA has sharply criticized the Justice Department's recommendation that the regional Bell operating companies be unleashed and allowed to do such things as engage in electronic publishing.

"After only three years the Department of Justice has cavalierly dismissed the potential for monopoly abuse by the Bell operating companies in today's information marketplace," said Jerry W. Friedheim, ANPA executive vice president.

In a Feb. 2 report filed with U.S. District Judge Harold H. Greene, Justice recommended lifting virtually all of the line-of-business restrictions that had been imposed under the Modification of Final Judgment, or consent decree, governing the Jan. 1, 1984, breakup of AT&T.

Specifically, the agency recommended an end to the prohibitions against BOC provision of information services, provision and manufacturing of telecommunications equipment, and involvement in non-telephone businesses.

The government was obliged to report to Greene on the third anniversary of divestiture on whether there is a continuing need for the restrictions.

The information services prohibition "is not necessary to protect competition and may be depriving large parts of our society of the benefits of the information age," said Charles F. Rule, assistant attorney general in charge of the Antitrust Division, in a statement issued with the report.

In its 210-page report, Justice said that if the restriction is removed, the BOCs would be able to provide information services "only under the significantly improved regulatory framework" developed by the Federal Communications Commission in its "Computer III" and "Joint Cost" proceedings. Those proceedings were designed to ensure that BOC rivals enjoy equal access to the local telephone exchange, and that the BOCs not subsidize their unregulated businesses with revenues from the regulated telephone business.

In a footnote, the Justice Department said "electronic publishing" is encompassed within the consent decree's definition of "information services."

"As with other types of information services, the Computer III rules should be adequate to eliminate any competitive concern that might arise from BOC provision of electronic publishing," it said.

"The reasons given by the Court as supporting the temporary electronic publishing ban on AT&T . . . –the danger that AT&T might use its nationwide interexchange dominance to crush competition in a nascent industry to the detriment of First Amendment values–do not apply to electronic publishing by the BOCs.

"In addition, many of the competitors in information services, and indeed electronic publishing, markets are large firms such as IBM and Dun & Bradstreet that do not seem to be particularly vulnerable in this area. Moreover, a ban on electronic publishing by the BOCs would be contrary to the diversity goals underlying the First Amendment."

ANPA, which was instrumental in securing the information services prohibition in the MFJ, disagreed.

The Association has lobbied vigorously for what it calls the "Diversity Principle"—that monopoly telephone companies should not be allowed to own any interest in or control the information carried by their transmission facilities.

In response to the new Justice Department recommendations, Friedheim said they "do not provide protection against anticompetitive abuse. They will not ensure that consumers have the fullest choice in the news, advertising, product, service, financial, educational, transactional, sports, religious and other information transmitted over telephone company monopoly facilities.

"Nor do these recommendations ensure the kind of competitive environment that will lead to the lowest cost to the American consumer for these facilities."

ANPA plans to submit comments on the recommendations to Judge Greene by the March 13 deadline.

The Justice recommendations were based on a report by consultant Peter W. Huber, which also was released Feb. 2 [**presstime**, Jan. 1987, p. 44].

In a related development, the Commerce Department's National Telecommunications and Information Administration Feb. 4 issued a report assessing how changing the AT&T consent decree would affect U.S. trade.

NTIA said lifting the information services restriction for "auxiliary communication services," such as electronic mail and computer bulletin boards, "almost certainly would have significant positive U.S. trade effects both now and in the long run." It said allowing Bell companies to offer "computer database-related services" or "mass media-like services such as teletext . . . should have no negative trade consequences." ☐

Chilean editor to receive FIEJ Golden Pen

The International Federation of Newspaper Publishers, or FIEJ, has selected Chilean magazine editor Juan Pablo Cardenas to receive the 1987 Golden Pen of Freedom.

Juan Pablo Cardenas

Editor of Analisis, Cardenas has been imprisoned three times and has lived under constant harassment for years, according to FIEJ.

In announcing the selection Jan. 29, the FIEJ Board of Directors said: "Cardenas has paid and is continuing to pay dearly for his devotion to democracy and freedom of expression. He and the staff of his magazine have resisted numerous attempts to silence them, including campaigns of intimidation, the murder of a leading journalist, bans, censorship and imprisonment."

The board also said in making the award it wanted to "recognize the courage and commitment to the values of press freedom of numerous editors and journalists in Chile. It also wishes to pay tribute to the memory of Joe Carrasco Tapia, international editor of Analisis, who was abducted and murdered in September last year."

According to FIEJ Director Timothy Balding, Cardenas received word of the award at about the same time he learned that he had been sentenced to spend every night for the next three years in prison for "libeling" Chilean President Augusto Pinochet. An appeal is pending, Balding said.

Cardenas will be invited to accept the award at FIEJ's 40th Congress in Helsinki, Finland, May 24-27.

Among the speakers on the program is Robert M. Johnson, publisher, president and chief executive officer of Newsday of Long Island, N.Y., who will talk about press credibility. Other congress program topics include promoting a free press in developing countries and covering nuclear energy.

Executives of ANPA-member newspapers are eligible to be included in ANPA's delegation to the congress. ANPA will mail registration forms to member newspapers. For further information, contact Martin Casey, ANPA manager/government and international affairs, at The Newspaper Center, Reston, Va. ☐

Media groups protest Singapore action against Journal

Several media associations have protested restrictions imposed on The Asian Wall Street Journal by the government of Singapore.

According to a report in the domestic Journal, the Singapore government is limiting the sale and distribution of the newspaper to only 400 copies, when it normally sells 5,000.

The action was taken, according to the report, because the Journal has refused to print a government reply to an article about a securities exchange. The government said the story contained errors of fact. The Journal said it had investigated the article and found it accurate.

ANPA, the American Society of Newspaper Editors, the Committee to Protect Journalists and the International Federation of Newspaper Publishers sent separate messages of protest to Singapore government officials.

In its cable to Prime Minister Lee Kuan Yew, ANPA said: "Americans have long admired your leadership . . . in building in South East Asia a beacon for democracy and free enterprise. We hope that has not changed, but recent actions restricting the press indicate to us that serious and detrimental changes may in fact have occurred."

This will not be the first case to put into motion the proposals on combating worldwide censorship made at January's Voices of Freedom '87 conference in London [**presstime**, Feb. 1987, p. 42]. The organizations that sponsored the conference have not yet had a chance to meet and set up the machinery to implement the proposals, Dana Bullen, executive director of the World Press Freedom Committee, said in late February. ☐

Seib released after 6 days

Gerald F. Seib, a Middle East correspondent for The Wall Street Journal, was allowed to leave Iran Feb. 6 after being detained for six days by the government that apparently suspected him of being a spy for Israel.

ANPA was among the news organizations protesting Seib's detention and seeking his release. In cables to Iranian government officials, ANPA Executive Vice President and General Manager Jerry W. Friedheim said: "Professional journalists like Seib do one job only and that is to report for their newspapers." ☐

Paper plans seasonal editions

When it's 40 below zero and dark in Saskatchewan, subscribers to the Saskatoon Star-Phoenix want to stay home and read their evening paper. But in the summer, with warm temperatures and long days, people want to read a paper in the morning because they want to be outside the rest of the day and evening.

That's the theory, anyway, of the 59,785-circulation daily, which currently publishes in the evening year-round. "A good newspaper responds to the needs of its readers," said Ed Sebestyen, general manager.

The 39-year newspaper veteran told his 275-member staff earlier this year that if feasibility studies bear him out, he will convert the newspaper to morning publication in the four warm-weather months and revert to evenings the rest of the year.

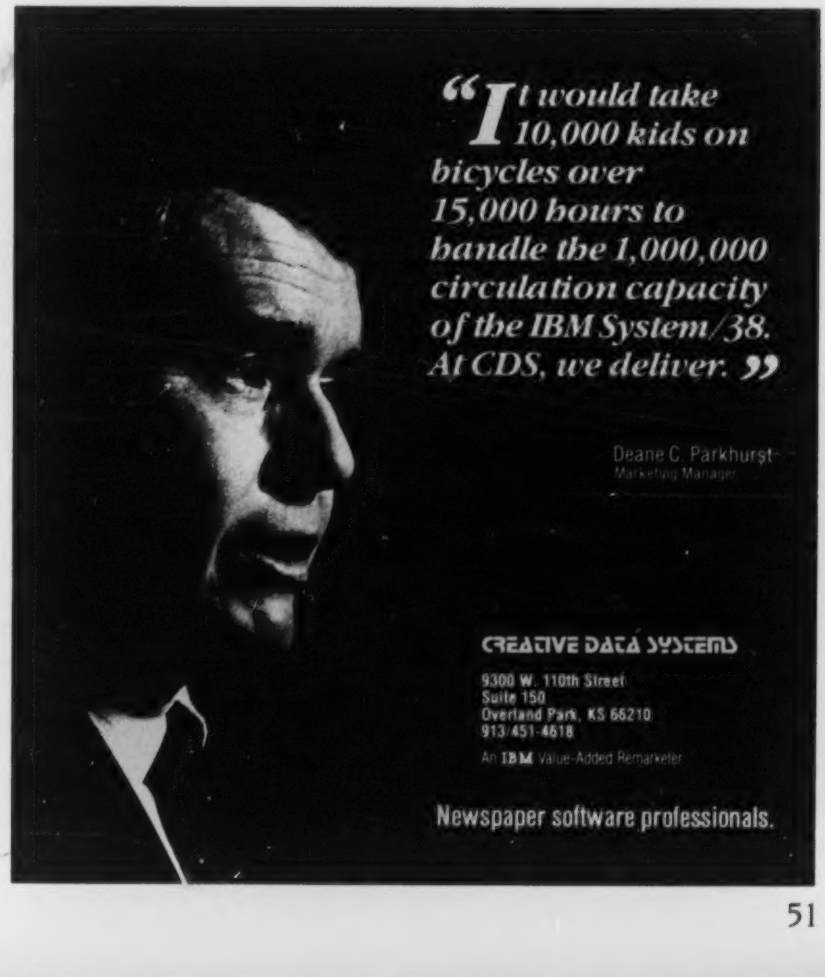
The Star-Phoenix calls its seasonal conversion "a bold move never before attempted in North America." Bill Peterson, assistant to the publisher for special projects, said the idea originated with Thomas E. Griffiths, former marketing director of the Los Angeles Daily News who served as a consultant to the Star-Phoenix.

Sebestyen is expected to make a final decision in early March based on reader polls, Peterson said. The paper would switch to mornings beginning May 19 and resume afternoon publication Sept. 8. ☐

Trial delayed

A California court in February postponed for several months a civil trial involving The Sacramento Union's circulation figures. Courtroom space was unavailable, authorities said.

The Union is being sued by three advertisers—two car dealers and an appliance store—in a case originating in 1983 when the newspaper found that circulation had been inflated under previous management [**presstime**, September 1983, p. 25]. ☐



"It would take 10,000 kids on bicycles over 15,000 hours to handle the 1,000,000 circulation capacity of the IBM System/38. At CDS, we deliver."
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Marketing Manager

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Survey shows Ohio adults rank newspapers as their favorite advertising medium

BY GUIDO H. STEMPEL III

Ohioans use newspaper advertising more than television advertising and like it better. That's the major finding of a survey conducted by Market Opinion Research of Detroit for the Ohio Newspaper Foundation. Results of the study were presented at the annual convention of the Ohio Newspaper Association in Columbus Feb. 19.

The survey consisted of telephone interviews conducted Nov. 4 and 18, 1986, with 1,000 randomly selected Ohio adults.

Respondents were asked which medium is the most useful source of information for eight kinds of goods and services. Newspapers were a clear winner in every category. (See chart.) Seventy-eight percent said newspapers were the best source of information for entertainment, and 77 percent said newspapers were the best source for housing and employment information.

The only category for which more than 10 percent of the respondents picked television as the best source was financial services; television was picked by 13 percent.

Newspapers had an even wider margin over radio and a clear margin over mail circulars, which did somewhat better than either of the broadcast media. Top category for circulars was food, but even there newspapers led by 68 percent to 18 percent. Respondents also indicated they preferred to have advertising circulars in newspapers rather than in the mail by a margin of 60 percent to 24 percent.

Further indication of the power of newspaper advertising came in response to a question asking whether respondents had made a purchase in the past two weeks because of advertising they had seen or heard. Forty-four percent said they had, and three-fourths of those said it was newspaper advertising that prompted the purchase. This seems particularly significant because respondents were free to recall any ad and any purchase, not just those in specified categories.

These results may well stem from the high penetration of newspapers and the high acceptance of newspaper advertising. The survey found that 71 percent of the respondents had read a daily newspaper the day before the interview, and 90 percent had read one in the preceding week.

Medium considered most useful source of information

Product or Service	Newspapers	Radio	TV	Circulars	Other/ None
House, apartment or other real estate	77%	0%	1%	1%	21%
Automobile, van or RV	65%	2%	8%	1%	24%
Employment opportunities	77%	1%	1%	0%	21%
Home furnishings, appliances	63%	1%	7%	12%	17%
Food and grocery items	68%	1%	4%	18%	9%
Clothing, apparel	56%	1%	7%	15%	21%
Financial services	47%	5%	13%	5%	30%
Entertainment, places to go	78%	5%	5%	1%	11%

N = 1,000

Although television had even higher penetration, with 87 percent having watched the day before the interview, it was fragmented. For example, only 53 percent of the respondents had seen a local newscast the day before the interview.

And although 70 percent of the respondents had listened to radio the day before the interview, only 54 percent had listened between 6 and 10 a.m. and only 42 percent between 3 and 7 p.m.

Newspaper advertising was clearly less offensive and more believable than television advertising. Fifteen percent of the respondents said they often find newspaper advertising offensive, and 23 percent said they occasionally find it offensive–a total of 38 percent. Twenty-eight percent of the respondents said they often find television advertising offensive, while 35 percent occasionally find it offensive—a total of 63 percent.

Forty-one percent of the respondents said they find newspaper advertising usually believable; only 21 percent said they find television advertising usually believable.

The survey also indicated that the newspaper audience is somewhat more upscale than the television audience. For example, of those with more than $35,000 annual income, 79 percent read a newspaper yesterday, compared with 69 percent for those with less than $35,000 income. Television, on the other hand, was used less by those with higher income. Of those with more than $35,000 annual income, 85 percent watched television the day before the interview, and median viewing time was 1 to 2 hours. Of those with less than $35,000 income, 89 percent watched television the day before, and median viewing time was 3 to 4 hours.

Those with more than $35,000 income also were more likely to cite the newspaper as the best source of information about various goods and services. There were similar findings in relation to education and employment, with the more educated and the employed making greater use of newspapers and less of television.

The study leaves little doubt that in Ohio the best way to reach the most people is the newspaper, and this is even more so for the upscale segment of the population. ☐

Stempel is a regular contributor to presstime. He is a member of the Ohio Newspaper Association/Ohio Newspaper Foundation Research Advisory Committee that worked with Market Opinion Research on this study.

NAB seeks volunteers for color test

The Newspaper Advertising Bureau is seeking newspaper volunteers to participate in a new multi-market test of color advertising effectiveness.

"The only requirements are that they print good color and can do A/B split runs of color versus black-and-white," said James Dunaway, NAB vice president, director of information. In an A/B split run, every other copy will feature one test advertisement in color, with alternating copies containing the same ad in black-and-white, he explained.

The test will be conducted later this year. NAB has placed no limit on the number of newspapers that can participate, Dunaway said.

For more information, contact Thelma Anderson, research manager, marketing/new technology, NAB, 1180 Avenue of the Americas, New York, N.Y. 10036; (212) 704-4543. ☐

Have You Looked at Your Yellow Pages; Lately?

It's Grown, Hasn't It?

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References

Los Angeles Times
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Philadelphia Inquirer/News
St. Petersburg Times
Atlanta Journal and Constitution
The Miami Herald
The Orlando Sentinel
Tampa Tribune
Los Angeles Daily News
The Daily Oklahoman
Providence Journal
Ft. Worth Star-Telegram
The Oregonian
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St. Paul Pioneer Press Dispatch
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Future of Advertising panel recommends standardizing national ad discounts

Dant (right) succeeds Momsen at the helm of INAME.

A task force of the Future of Advertising project has recommended that U.S. daily newspapers adopt 15 standard "break points" for national advertising volume discounts.

The recommendation was announced at the 138th sales conference of the International Newspaper Advertising and Marketing Executives.

The plan is intended to accommodate national advertisers that place multi-newspaper advertising schedules. "Most newspapers in the country have their own unique rate structure, which means that there is no easy way for a national advertiser to look across the board at the kind of a discount he would earn for a schedule at a given volume level," said Jerome S. Tilis, chairman of the FOA Task Force on Pricing and Positioning and president of the Detroit Free Press.

Each newspaper must establish its own rates to be charged at each break point, said Tilis, who recently was named vice president/marketing for Knight-Ridder Inc. and chairman of Knight-Ridder Newspaper Sales. Newspapers also may add break points to the 15 recommended, he said.

Tilis' task force also recommended newspapers review the differences in discounts offered national and retail advertisers, consider offering additional discounts for repeat ads, and look into the possibility of establishing special introductory rates for certain national product categories from which newspapers currently get little advertising, such as proprietary drugs and beer.

About 1,500 people attended the INAME conference Jan. 25-28 in Miami Beach. Although the attendees heard from a variety of speakers on such topics as Canada's NADbank (Newspaper Audience Databank), some Florida newspapers' successful advertising network for special food promotions and methods of improving staff training, a significant portion of the program was devoted to a status report on the FOA project launched by the Newspaper Advertising Bureau in 1985 to increase newspapers' share of advertising [presstime, Jan. 1987, p.52].

Keynote speaker Harold W. Andersen, chairman of the FOA Steering Committee, said all newspapers may not think they can accept every recommendation from the various task forces. But he urged all newspaper executives to consider them carefully and to be alert to publications coming out of the project. "None of what we're doing will have any value or any effect unless you all take it seriously, and that's up to each and every one of you," said Andersen, chairman and chief executive officer of the Omaha World-Herald Co.

There was some indication that at least one FOA task force recommendation is not being embraced immediately by newspapers. Only about half of the audience indicated by a show of hands that their papers will have adopted the Standard Advertising Invoice by the end of the year, the target date for implementation. "We have to do a little more sales work on you, I guess," said Sam S. McKeel, publisher of The Philadelphia Inquirer and a member of the Task Force on Standardization, which brought the invoice project to fruition.

Direct selling by telephone and on cable television are important new developments.

In another program segment, NAB President Craig C. Standen reported that in 1986 advertisers spent 7 percent more in newspapers than they did the year before, reaching a total of nearly $27 billion. There were gains in every category—national up 3 percent, retail 6 percent and classified 10 percent. "We expect the same kind of performance in '87," Standen said. "National will be up 5 percent, retail 7 percent and classified 8 percent, for an overall growth of 7 percent."

But NAB Executive Vice President Leo Bogart cautioned that newspapers will face a tougher selling climate: "We're going to face more resistance in making that gain than we did in 1986."

Bogart also predicted 1987 would see a "pause in the classified boom," more "disenchantment" with television and a greater willingness on the part of national advertisers to "try print."

He told the group to "look for new challenges from direct sales media." Direct selling by telephone and on cable television are important new developments of which newspapers should be aware, he said.

Incoming INAME President Alan H. Dant, advertising director of The Plain Dealer in Cleveland, said newspapers need "a marketing plan that sharpens our focus.

"If . . . currently our greatest deficiency is national advertising, shouldn't we be developing a national sales plan with very specific target goals on both a short and long-range basis?" Dant asked. He suggested that newspapers can and should do a better selling job with advertisers in the liquor, airline, automobile, financial and food sectors.

Dant succeeds Robert C. Momsen, vice president/community development of the St. Paul Pioneer Press Dispatch.

Other officers elected were: President-elect Roger H. Clapp, advertising director of the Richmond (Va.) Times-Dispatch and The Richmond News Leader; First Vice President Fred D. Crisp Jr., director of sales and marketing, The News & Observer and The Raleigh (N.C.) Times; and Second Vice President Norman R. Kirk, director of advertising, The Toronto Star. ☐

What blizzard?

Two January snowstorms in four days. A one-two punch that virtually paralyzed the Northeastern United States.

But for AD/SAT customers – advertisers and newspapers – it was business as usual.

In New York, Chicago, Boston, Newark, Philadelphia and Washington, normally tight production schedules faced a fresh snowbank of problems.

But while airports were closed and trucks and messengers struggled below, AD/SAT's network of newspapers received their ad material right on schedule, from 22, 300 miles above.

For the Boston Globe, $90,000 in recruitment and $35,000 in national display was saved. At the Chicago Tribune, it was $40,000 in classified and $5,200 in national. And at the Washington Post, $15,000 in retail beamed in safely. All on January 22.

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Tax battles loom

Several states are seeking to eliminate sales-tax exemptions affecting newspapers as they redesign their tax codes in response to newly enacted federal tax revisions.

Legislatures in more than 40 states already are working on state tax reform. In the process, some "see this as an opportunity to broaden the tax base by extending the sales and use tax to all professional services, including advertising services, as well as eliminating the exemption for newspaper circulation sales," according to Kevin Grant, state relations coordinator for ANPA.

"We anticipate that more states will file bills aimed at repealing professional service exemptions as a way to raise revenue as the deadline for filing bills approaches," Grant said in a report to ANPA legal and government affairs committees.

Bills to repeal current exemptions or to extend sales taxes to newspapers have been filed in seven states: Washington, Oklahoma, Colorado, North Dakota, Mississippi, South Carolina and Utah.

Grant also is expecting legislation in economically strapped energy-producing states, such as Louisiana and Texas, to repeal exemptions for advertising services. Those two states enacted emergency bills in 1986 to increase or extend sales taxes owed by newspapers on circulation sales.

And it's not just the legislatures that are active. Governors in Arkansas, Washington and Oklahoma have recommended repeal of exemptions or additional sales taxes affecting newspapers, and the governor of Indiana is reconsidering his proposal for repeal. "The outlook in Washington . . . looks good against such a tax, and the situation is improving in Arkansas," but a tough battle is expected in Oklahoma, Grant said.

Legislation filed in Colorado would tax professional services, including the sale of advertising space, but an in-state coalition believes it will be killed in committee. In North Dakota, legislators have filed a bill to repeal the sales-tax exemptions for advertising income, circulation sales, and newsprint and ink purchases, but state press representatives do not believe it will pass.

Legislation has been introduced in Mississippi to repeal exemptions on advertising and circulation sales. The situation there is unique, Grant said, because the intent is to tax newspapers to finance new textbooks in the schools—a budget item that newspapers have been pushing editorially. Grant believes the legislation will be found defective because it would affect only newspapers.

In Florida, a sales-tax study commission has heard testimony from the Florida Press Association concerning the possible reinstatement of an advertising exemption. The commission is scheduled to issue its recommendations March 5, with the legislature scheduled to convene in April [**presstime**, Jan. 1987, p. 50]. □

State production taxes examined

A state-by-state review of sales and use taxes affecting the production end of the newspaper business shows great variation, according to a new study by ANPA's Legal and Government Affairs staff.

At one end of the spectrum are four states that impose no taxes on newspaper production—Alaska, Montana, Oregon and West Virginia.

At the other end are Alabama, California, Hawaii, Michigan, Mississippi, Missouri, North Dakota, South Dakota, and Washington, which tax all categories of production materials, equipment or machinery used in newspaper publishing.

A booklet listing the various taxation and exemption criteria has just been published by ANPA in cooperation with International Newspaper Financial Executives. Titled "Taxes on Production Materials, Supplies and Equipment Used by Newspapers," it reviews sales and use taxes affecting capital purchases by newspapers in all 50 states. Copies have been sent to all ANPA-member newspapers.

The report "attempts to bring together the best available information," said its author, ANPA State Relations Coordinator Kevin Grant. The information was gathered from state press association executives or other state experts, supplemented by a review of state statutes where required, he said.

Grant said the report can be used in several ways: to determine prior to purchase whether a sales or use tax would be owed on certain equipment or parts; to estimate tax liabilities in preparing capital-expenditure budgets; and to assist newspapers in working with state revenue departments or legislatures.

State-by-state listings specify which categories of equipment, parts or materials are taxed and which are exempt. □

New syndicate starts with a blockbuster

A new syndicate has been established, and it has a prestigious first client: Ann Landers.

Both the syndicate and the switch by the famous advice columnist resulted from the sale of News America Syndicate to The Hearst Corp.'s King Features Syndicate [**presstime**, Feb. 1987, p. 62]. With the sale, Landers' contract with News America expired.

Also with the sale, the 36-year-old president of News America Syndicate, Richard S. Newcombe, broke ranks to found Creators Syndicate Inc.

Not only did Newcombe attract a star-quality syndicated feature, he also announced that his company will operate under a policy that is highly unusual in the syndicate business: It will allow artists and writers to own the rights to their own work.

"I started it as the only major syndicate in history to offer free-agent status to all clients," Newcombe said. He said his is already a major syndicate, even though he has only one contributor so far, because Landers has 1,100 newspaper clients–the largest number of any syndicated columnist in North America.

Newcombe said his syndicate will be a boon especially to independent comic strip artists. "What I am addressing primarily is the cartoonist–the independent contractor who creates a comic strip."

"What is unique about Creators Syndicate is that writers and artists will be given the option of retaining ownership of their own material and will sign up for relatively short contracts," Newcombe said. He would not disclose the terms or length of contract with Ann Landers.

Along with her change to a new syndicate, Ann Landers also announced she will leave the Chicago Sun-Times, where her column originated for 31 years, for the rival Chicago Tribune. Tribune Editor James D. Squires said Landers' column will run on page 2 of the Tempo section. That's the spot now occupied by Landers' twin sister, Abigail Van Buren, who writes "Dear Abby." Squires said Abby will be moved to "a prominent new home."

Creators Syndicate will handle the Landers column jointly with the Los Angeles Times Syndicate. Creators will handle editing, sales and marketing, while the Times syndicate will be in charge of production, distribution and billing. □

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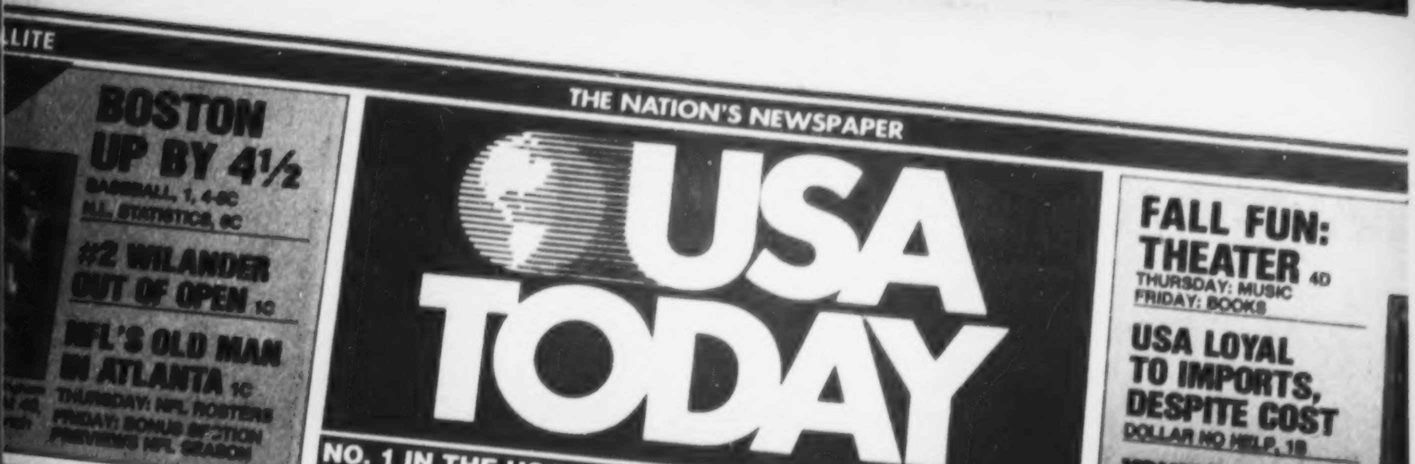

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SEPTEMBER 3, 1986

SLINE

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By Steven Findlay
USA TODAY

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USA Today has selected Autologic's new APS-6 Laser Imager for full-page imaging and typesetting.

For a very simple reason.

With all due modesty, it's the best laser imager available on the market today.

It images full pages of text and graphics at high speeds. With high resolution: our top quality halftones have hard, crisp dots, giving you 1,000 dpi, or a 90 line-screen.

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Nation's schools will join 'Celebration of Citizenship'

Teachers and students all over the country will commemorate the bicentennial of the U.S. Constitution this year by devoting Sept. 16 to a teach-in on the historic document.

ANPA Foundation and the Commission on the Bicentennial of the United States Constitution are cosponsoring the event, called "A Celebration of Citizenship," with 12 national education organizations.

The organizations joined Feb. 19 in a press conference to kick off their campaign to involve all of the nation's 57 million students from kindergarten through high school.

The Foundation later this month will mail materials containing suggestions for lessons and activities to the principals of every public and private school.

The centerpiece to the teach-in is scheduled for 1 p.m. EDT, when President Reagan has been invited to lead the nation's students, over radio and television, in a recitation of the Pledge of Allegiance. Retired Chief Justice Warren E. Burger, chairman of the bicentennial commission, also has been asked to read and explain the meaning of the Preamble to the Constitution.

Sponsors believe the program "will deepen (students') understanding of the rights and responsibilities of citizenship," said Ann Kahn, president of the National Congress of Parents and Teachers. The teach-in is timed to prepare students for the following day's observance of the anniversary of the signing of the Constitution.

Burger said the event addresses a deficiency in most young Americans' education about their heritage. "The basic problem is there needs to be more teaching of history and especially about constitutional history," the retired chief justice said.

"Nothing could be more important than teaching our young people the value of our nation's Constitution," he said.

Jerry W. Friedheim, executive vice president of ANPA and vice chairman of the Communications Advisory Committee to the commission, called the program "a historical event that will better enable an entire generation of young Americans to understand the U.S. Constitution and the principles that are at the heart of American democracy."

A recent national survey conducted by The Hearst Corp. found that most adult Americans have grown up with faulty knowledge of the Constitution's provisions. Nearly half of those surveyed could not identify the purpose of the Constitution, most did not know what the Bill of Rights is, and most held a mixture of true and mistaken beliefs about the document's provisions.

NATIONAL PRESS CLUB
Chief Justice Warren Burger

Friedheim delivers remarks with fellow panelists (from left) Ann Kahn, president of the National PTA; Judith D. Hines of ANPA Foundation; Burger; and Betty Southard Murphy, member of the Commission on the Bicentennial of the U.S. Constitution.

Among the false perceptions, for example, sizable majorities believed that the Constitution establishes English as the national language and that the Constitution guarantees citizens a free public education.

Sixty percent of Americans surveyed also said the Constitution should be amended this year through a constitutional convention to consider prayer in public schools, abortion and freedom of the press. But the survey also found that those Americans who know most about the Constitution are the least likely to want to change it. ☐

New curriculum guide caters to gifted students

A curriculum guide titled "Using the Newspaper with Gifted Students" has been published by ANPA Foundation.

The camera-ready guide suggests classroom activities ranging from imagining life without newspapers, to writing letters to the editor and analyzing comic strips as reflections of modern culture.

The 59-page guide is designed to expand the scope of Newspaper In Education programs to include activities specifically for gifted and talented students, as well as for high-achieving students in regular classrooms.

It was written by professor John Guenther of the University of Kansas and Margaret Anderson, former assistant professor there who is now principal of Rio Grande School in Santa Fe, N.M. Guenther is scheduled to lead a session about the gifted curriculum at the Foundation's NIE conference March 18-20 in Chicago.

The curriculum guide is organized around sections of the newspaper that can be used to study different subjects, and it seeks to give students an understanding of the total newspaper. It contains 50 activity sheets for students.

To obtain a copy, send a check for $20, payable to ANPA Foundation, to Ruth Finn of the Foundation at The Newspaper Center, Reston, Va. ☐

Newspapers' literacy projects include special sections, in-house ads, posters and tutoring

A monthly four-page tabloid in the Herald & Review of Decatur, Ill., is one of the latest newspaper projects aimed at improving literacy skills.

The insert, "READ: The News," is the brainchild of the newspaper's promotions coordinator, Annette M. Mulholland.

Mulholland has been writing the inserts herself by rewriting major national and local news stories at a fourth-grade reading level. The first insert ran Jan. 12.

Raves have come from unexpected quarters: young gifted children, older children in remedial reading classes, elderly readers who like the larger print, and even regular readers of the paper who could read it easily before rushing to work.

Crewmen from the USS Valley Forge read the Long Beach daily as part of the functional skills program.

"It's gone over really well," but the rewriting is "hard. It's really, really hard," Mulholland said. Each story is tested with the Star software program at Project READ in Decatur to determine the reading level according to such criteria as grammatical structure and number of syllables.

"It's a whole different way of explaining ideas, and in a lot of ways it's a lot more difficult," she said.

"Even though I shot for (grade) four, a lot of the stories are at the fifth- or sixth-grade level. One of the jokes around here was that I had asked the sports editor if he would write a story about the Super Bowl, geared toward the fourth-grade level. And the (software) program rated it with a reading grade level of 19.8."

Other new literacy projects involving newspapers include:

- The U.S. Navy Afloat Functional Skills Program now uses the Newspaper In Education program of the Press-Telegram of Long Beach, Calif., to teach reading skills to crewmen. Two ships now use NIE in the program with a third scheduled to begin soon. Eventually, NIE may reach all 30 ships participating in the Afloat Program, which offers remedial or college-level classes in English, reading and math, said Helen Wyatt, coordinator for the Afloat program.
- ANPA Foundation joined forces with the American Association of Retired Persons to launch a campaign Feb. 18 with a newspaper ad and poster to encourage AARP's 24 million members and other older citizens to volunteer as tutors, organizers and managers of literacy projects.

All ANPA-member newspapers will receive the ad. "We intend to make an impact on this unfortunate situation (illiteracy) by appealing, through newspapers, to the talents and conscience of the older persons of our population," said ANPA Foundation Chairman and President Edwin L. Heminger, editor and publisher of The Courier in Findlay Ohio.

Single copies of the poster and ad are free. Write: Literacy Poster, AARP Fulfillment, 1909 K Street N.W., Washington, D.C. 20049.

- The "Reading Partners" program at the Milwaukee Journal and the Milwaukee Sentinel has recruited 44 employees to tutor about 85 Milwaukee public school students, identified by their teachers as having reading disabilities. "They (teachers) welcome this help, because they can't take the extra time to do it," said Jack E. Knake, vice president of corporate communications for Journal Communications.

The employees receive time off, with pay, to work with a child for about an hour a week. Some give extra time on their own.

- The Palladium-Item of Richmond, Ind., organized a community-wide tutoring project, supported by Gannett Foundation grants of $12,100 since the program began in February 1986. The impetus for the program was the desire to retrain illiterate workers in Richmond after a local factory closed. But the program became "very broad-based" as the newspaper formed a literacy coalition and increased community awareness of the project through editorials, a talk by literacy expert Jonathan Kozol and other efforts, said Emmett K. Smelser, executive editor.

A review of dozens of other newspaper literacy efforts is available from Carolyn Ebel Chandler, ANPA Foundation, The Newspaper Center, Reston, Va. □

Big plans in store for newspapers' observance of fifth annual NIE Week

More than 500 U.S. daily newspapers will be participating in activities for the fifth annual Newspaper In Education Week March 2-6.

The event, cosponsored by ANPA Foundation and the International Reading Association, promotes use of the newspaper as a classroom teaching tool and student appreciation of the role newspapers play in society.

Newspaper plant tours, distribution of newspapers to schools, speeches by newspaper employees to students, and various reading, writing and drawing contests are among the many events that individual newspapers are sponsoring.

ANPA Foundation and state press associations also have distributed camera-ready curriculum materials for use by teachers during NIE Week. During last year's observance, hundreds of U.S. daily and weekly newspapers provided about 3 million copies of newspapers to 30,000 schools. Newspapers in at least eight foreign countries also participated [**presstime**, Jan. 1987, p. 47].

Following NIE Week, representatives from newspapers and educational organizations will meet for the 1987 Newspaper In Education Conference at Chicago's Westin Hotel. The March 18-20 conference will include sessions on using newspapers to teach current events, citizenship education, critical thinking and various subject disciplines. Sessions also are planned on teaching marketing techniques, initiating private sector partnerships between schools and businesses, and preventing job burnout. □

Journalists, educators have meeting of the minds on issues involving J-schools

Working journalists and journalism educators don't get together often. When they do, the mix is apt to be contentious.

But an effort to have a meeting of the minds Feb. 6-7 in Racine, Wis., brought an airing of views and a conciliatory spirit to issues that have more often divided than bound the camps.

Five working groups issued short-, medium- and long-term proposals to respond to shared concerns about the quality of curriculum, faculty, school facilities, mid-career development and training.

"I think the main accomplishment is in the set of actual proposals," which "have enhanced understanding" between journalism educators and working journalists, said Sharon M. Murphy, Marquette University journalism dean and one of the conference planners.

Formal reports of the proposals are being compiled for presentation at future meetings of appropriate committees within ANPA, the Associated Press Managing Editors Association, and the American Society of Newspaper Editors, Murphy said.

The conference, titled "We've Got to Talk to Each Other: Journalists and Journalism Education," brought together about 25 educators and 35 journalists primarily from schools, newspapers and other media organizations in the Midwest, with several from the East Coast.

It was held at the home of the host Johnson (Johnson Wax) Foundation—Wingspread, the last of architect Frank Lloyd Wright's "prairie houses"— and it revived a series of conferences held there in 1970, 1974 and 1976 to promote cooperation between newsrooms and classrooms.

As the discussions in Racine made clear, economic issues remain at the forefront, from the effects of media group ownership on editorial quality to the effects of low salaries on prospective journalists [**presstime**, Feb. 1985, p. 36]. Admission and graduation standards at journalism schools and continuing education for newsroom managers also sparked extended discussion.

Some proposals from the working groups stressed the need for comprehensive surveys and studies in various areas, while others urged concrete programs, particularly summer intern programs at newspapers for faculty members.

The group addressing faculty expertise also urged an expansion of incentives for critical applied research of the profession, taking a cue from the conference's keynote address by James H. Ottaway Jr., chairman and chief executive officer of the Ottaway newspaper group.

Ottaway challenged academics to "embarrass the worst among us" by scrutinizing "the dominance of the profit motive over quality by many newspaper owners, circulation and advertising managers."

Educators should ask themselves whether they shrink from critical analysis of newspapers because of "hesitation to bite the hand that feeds," he said.

"I think journalism education is caught in a serious conflict of interest," Ottaway said, citing the schools' dependence on media companies for financial support and for job offers for graduates.

"It's very thoughtful for (Gannett) management to contribute millions of dollars for journalism education, and I have nothing but good to say about it," Ottaway added. "But what school will sponsor a study of Gannett newspapers, one of our largest groups? How about the Don Reynolds Center (named for the president of Donrey Media Group) at the University of Nevada doing a critical study of Donrey newspapers?"

"Imagine what effect it would have on daily journalism," he said, if each school took one of the approximately 150 newspaper groups for extensive content analysis, followed by a long-term study of trends in its editorial quality. "Call it the 'adopt-a-group' program," he said. "Extensive public criticism of the best and worst newspapers would have a powerful effect."

While conference participants repeatedly hailed the address as "courageous," some were also quick to say that they have had complete freedom under Gannett grants.

Everette E. Dennis—executive director of the Gannett Center for Media Studies and the designated "commentating observer" of the conference—said in concluding remarks, "Educators have not been vigorous as critics, and it's kind of embarrassing when the CEO of a group tells us that you really ought to look at (deleterious effects of) chain ownership."

> *The Wisconsin gathering was remarkable for its "civility and mutual respect."*

A study of a different nature, announced just prior to the conference, will analyze the qualifications of journalism professors. Supported by a $78,000 Gannett Foundation grant, the Indiana University Bureau of Media Research will examine the backgrounds and attitudes of 1,000 randomly chosen journalism-school teachers and administrators.

David H. Weaver, director of the bureau and professor at the IU School of Journalism, said it will be the most conclusive study ever done of journalism educators. It should allow comparison with the results of previous studies of working journalists, including those published in his book *The American Journalist* about the changing demographics and attitudes in newsrooms between 1971 and 1983, he said.

The study will address criticisms leveled at journalism educators by both working journalists and educators in other fields, such as charges that journalism teachers are not graduating well-rounded students and that the teachers lack creditable media experience.

Journalism educators can improve these perceptions through stricter controls on enrollment, James W. Carey, dean of the College of Communications at the University of Illinois, told the conference. Admission standards should be raised, not lowered, in response to a declining enrollment in news-editorial sequences because standards should address the quality of students, not the quantity, he said.

"The number one problem in the newspaper industry is its inadequate quality control," said Susan H. Miller, director of editorial development for Scripps Howard Newspapers. "If we want to work together, we need to address this."

"We strongly favor the idea of admission and exit tests (by schools) as a quality-control stamp," as well as adherence to accrediting standards that assist students in getting a broad education, she said.

Despite differences aired in the full sessions and working groups, the gathering was remarkable for its "civility and mutual respect" and had "gone far beyond what we have done before," said Dennis in his closing remarks. "We have had very little of the grandstanding" that has characterized some past gatherings of journalists and educators, he said. —*Mary A. Anderson*

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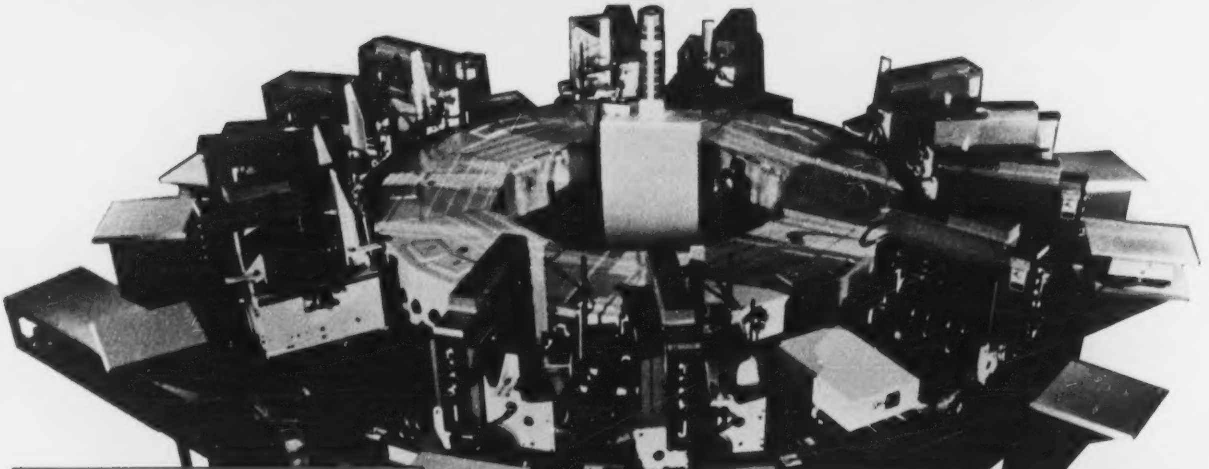

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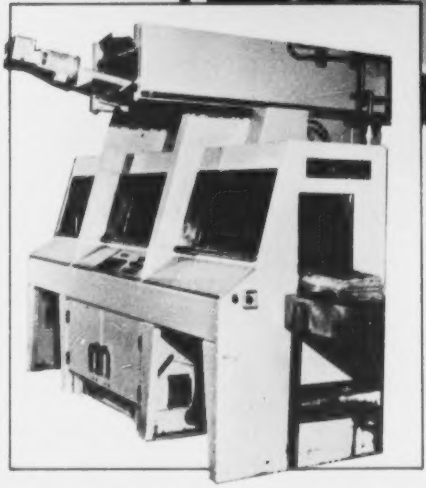

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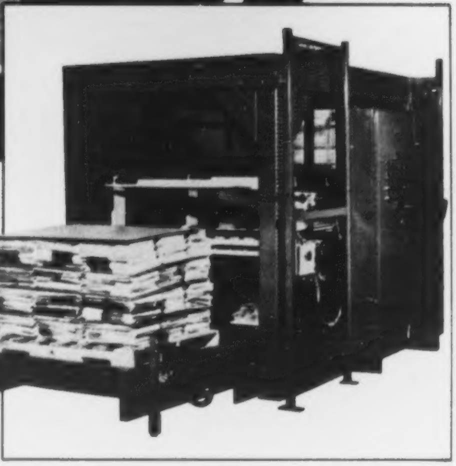

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Arbiter upholds restriction on reporter's coverage

The Toronto Star had the right under a labor agreement with the Southern Ontario Newspaper Guild to restrict a general assignment reporter from covering matters related to the labor beat because of a possible conflict of interest, an arbitrator has ruled.

The arbitration arose when the Guild protested a letter given to the reporter by the managing editor. The letter offered her the options of either resigning as an officer of the Organization of Working Women, taking a leave of absence while serving as an officer, or taking another position in the editorial department until her term as OWW president expired.

The union sought removal of the letter from her personnel file, contending that it was contrary to the labor agreement and was improper discipline.

The reporter was active in Guild matters, having served as head of the bargaining unit at the newspaper. She also was a member of the Metropolitan Toronto Labor Council and from time to time was a delegate to the Ontario Federation of Labor convention.

The letter resulted from a story in the union's newspaper reporting her activities at a union rally. The reporter, as president of OWW and in her capacity as Guild secretary, attended the rally for striking workers at a large Toronto department store. While at the rally, she spoke publicly and a photograph of her addressing the group with a loudspeaker appeared in the union's publication.

Arbitrator Owen B. Shime found that in discussions between the managing editor and the grievant, the primary concern was not over fairness and accuracy in her reporting, but over a possible public perception that a story written by her would be "tainted" because of her known public positions. The matter was resolved, pending arbitration, by assigning her to the courts beat.

A section of the labor agreement states that employees are free to engage in activities outside business hours that do not constitute a conflict of interest with normal job activities.

"At the outset," said Shime, "it is patently clear that the grievor's union activist position is incompatible with reporting news about labor relations matters. In that regard, her subjective interest in trade union matters conflicts with her objective duty to report the news in a fair and impartial manner. It is important and significant in this case that the grievor took an overt and highly visible position in connection with a very controversial labor matter, a position that could lead one to question her future reporting about labor matters."

Shime said the reporter was "not the person to judge her own impartiality or objectivity. . . . In short, the grievor has a conflict of interest and the employer is entitled to be wary of that conflict."

For a reporter, the arbiter said, "not only are actual objectivity and impartiality important, but so too is the appearance of objectivity and impartiality."

When management determines a reporter is in a conflict situation, it may remove that person from the area where the conflict exists, he said, and it was appropriate for the Star to do so.

Shime also said he was unconvinced that the grievant could not have remained as general assignment reporter covering subjects other than labor. Accordingly, he said she should be permitted to return to the general assignment staff under that restriction.

He denied the union's request that the letter from the managing editor be removed from her personnel file, because it was a letter "suggesting a solution to a real problem" and was sent with a view of resolving the matter. *—Clark Newsom*

Guild calls for labor summit

A summit meeting of the presidents of nine international unions with bargaining units in the newspaper industry has been scheduled for March 10 in Washington, D.C.

The meeting was recommended by The Newspaper Guild's Special Committee on Collective Bargaining in an effort to reverse what it called a deteriorating bargaining climate.

Guild President Charles A. Perlik Jr. sent invitations Feb. 11 proposing the March 10 meeting date to the presidents of the Communications Workers of America and its new Printing, Publishing and Media Workers sector, the Graphic Communications International Union, International Association of Machinists and Aerospace Workers, International Brotherhood of Electrical Workers, Service Employees International Union, Operating Engineers, United Paperworkers International Union, and Teamsters.

Unions protest 'training exercise' at Seattle papers

Union members at The Seattle Times and Seattle Post-Intelligencer have charged that management violated their labor agreements Feb. 1 by editing, composing and printing without union help a 24-page "practice" newspaper.

The unions were notified in advance of the "internal training exercise," and about 200 members of The Newspaper Guild demonstrated outside the building that Sunday.

The Graphic Communications International Union, which represents pressmen there, has filed charges with the NLRB alleging that the action by non-union and supervisory employees constituted an unfair labor practice.

"We don't believe we've violated any contractual agreements," said H. Mason Sizemore, president of the Times. He said all copies of the practice newspaper were destroyed.

Guild contracts at the newspapers, which are published under a joint operating arrangement, expired last July 21. Guild members voted Nov. 10 to give their bargaining committee strike-call authority, but no deadline was set. The Guild represents about 900 editorial and commercial employees at the two papers. □

NLRB charges filed over drug testing in Minneapolis

The Newspaper Guild of the Twin Cities has filed charges with the NLRB alleging that the Minneapolis Star and Tribune has unlawfully failed to bargain over its drug-testing policy.

The union represents about 350 editorial and commercial employees at the paper.

The policy, which was put into effect Jan. 12, requires medical examinations, including drug tests, for all job applicants. Current employees are required to have an examination when two members of management suspect that job performance or conduct is impaired by alcohol or drug abuse.

Alan W. Zaeske, vice president/human resources, said in late February that one job applicant had been denied employment after testing positive for marijuana use. He said no current employees had been asked to take a drug test. "We do not intend to do random testing," he said. □

NLRB withdraws complaint in merit pay bargaining case

Local 9 of The Newspaper Guild is appealing to the general counsel of the National Labor Relations Board the withdrawal of a complaint against The Cincinnati Enquirer in a case involving bargaining over "merit pay." The case is being followed closely by labor relations specialists in the newspaper business.

An NLRB regional director issued a complaint against the newspaper last July 24, based on charges filed by the Guild. A hearing before an administrative law judge was scheduled and then postponed [**presstime**, Nov. 1986, p. 34].

In reviewing the case, the Advice Section of the General Counsel's Office determined that the complaint should not have been issued. Emil C. Farkas, the regional director in Cincinnati, subsequently withdrew his complaint. Farkas said there was insufficient evidence of a violation of the Taft-Hartley Act, and further proceedings were therefore not warranted.

The parties are currently in negotiations for an initial labor agreement covering newsroom employees who had been represented formerly by an independent union. A federal judge ruled in 1986 that the Guild was not a successor to the former union [**presstime**, Dec. 1986, p. 71].

According to the NLRB's investigation of the case, the parties commenced negotiations in April 1985. During those negotiations, the company submitted its proposal that wages be based solely on merit. The union sought to negotiate a minimum wage scale, but the company refused to agree to minimum wages or to allow union participation in establishing a budget for merit pay increases.

However, Farkas found, the company repeatedly offered to negotiate the criteria for evaluating merit pay and "remains willing" to bargain over merit pay performance appraisal forms.

"Moreover," Farkas said, "under the employer's merit pay proposal, the union may accompany unit employees to their merit pay evaluations, object to the application of negotiated criteria and grieve over such application.

"Although the union could not invoke arbitration for a grievance not otherwise satisfactorily resolved, it would be free to strike over the issue or resort to court action. Under these circumstances, it was determined that the employer did not insist upon such unilateral control over employee wages as to amount to a refusal to bargain in good faith," he said.

(The Cincinnati Enquirer Inc., Case No. 9-CA-23190) □

NLRB elections

Bakersfield Californian, Guild: Editorial and commercial employees voted 174-60 to retain a provision in the labor agreement requiring covered employees to be members of the union and to pay dues as a condition of employment.

(NLRB Case No. 31-UD-205)

Jackson (Tenn.) Sun, ITU: Composing room employees voted 7-3 against continued representation by Typographical Union No. 24.

(NLRB Case No. 26-RD-736)

Tampa (Fla.) Tribune, IBEW: Electricians, machinists and stationary engineers voted 13-8 against continued representation by Local 108 of the International Brotherhood of Electrical Workers.

(NLRB Case No. 12-RD-598)

Recent contract settlements

Rocky Mountain News, Denver, GCIU: Three-year agreement covering photoengravers; retroactive to April 1, 1986.

San Francisco Newspaper Agency, San Jose Mercury News, GCIU: Forty-three-month joint agreement covering pressroom employees; retroactive to July 1, 1986.

San Jose Mercury News, GCIU, Guild, ITU: Forty-three-month agreements covering photoengravers, editorial and commercial employees, and composing room workers; retroactive to July 1, 1986.

(Details in March 1987 ANPA Labor & Personnel Relations Letter.)

INFE report lists results of survey on employee benefits

Employee benefits costs at U.S. newspapers run as high as 43 percent of payroll, according to a new survey by the International Newspaper Financial Executives.

The survey questionnaire was mailed to 653 INFE members at both daily and weekly newspapers, and 271 (42 percent) responded.

Pension plans are in place at 84 percent of the newspapers, but only 1 percent have a child-care benefit. There is a physical-fitness program at 13 percent of the newspapers, and 35 percent have an employee-assistance program dealing with individuals' personal problems.

Other survey findings show:

- 31 percent have a 401(k) salary-reduction plan
- 73 percent provide dental coverage in their health-care plans
- 36 percent provide optical coverage
- 65 percent provide alcohol/drug abuse coverage.

At some newspapers, the costs of health-care plans are shared by the company and employees. The cost of dental coverage, for example, is shared at 40 percent of the newspapers.

In another area, 54 percent of the papers said they provide free newspapers to employees and 35 percent give them to retirees.

Details about particular benefit plans, including how they are funded and eligibility requirements, are included in the 12-page report. Copies of the "Survey of Employee Benefits" can be ordered for $60 each from INFE, P.O. Box 17573, Dulles Airport, Washington, D.C. 20041. □

Trial under way in racial bias suit

Trial of a lawsuit alleging that the New York Daily News discriminated against black reporters and editors began Feb. 10 in U.S. District Court in Manhattan. The trial is expected to last five to six weeks, according to a spokesman for the newspaper.

The four plaintiffs, who still work at the News, have charged that they were given lower salaries, poorer assignments and fewer promotions than comparably qualified white journalists [**presstime**, Oct. 1982, p. 53].

The case reportedly is the first racial discrimination suit against a newspaper to go to trial. □

Daily upheld in age bias case

The U.S. Supreme Court has declined to review a ruling that upheld the Chicago Tribune in an age discrimination case initiated by a former employee.

In 1982, the employee, Charles Dale, was dismissed because of his failure to function efficiently as purchasing manager. He was given the option of accepting immediate termination with severance pay, or taking early retirement. Dale selected the latter.

He subsequently filed suit against the company alleging that his dismissal violated the Age Discrimination in Employment Act and other federal and state laws.

In 1986, the 7th U.S. Circuit Court of Appeals affirmed a lower court's entry of summary judgment in favor of the company. The appellate court said the record "clearly establishes" that the Tribune communicated its expectations to Dale long before he was dismissed, and that those expectations were reasonable. "In this case," the court said, "the record demonstrates that the Tribune terminated Dale because it no longer viewed Dale as qualified to fulfill his obligations as purchasing manager."

Under the ADEA, the court said, Dale had to prove that age was "a determining factor" in his dismissal. "Dale can point to nothing in the record, besides his own perceptions, to support his assertion that his performance was adequate," the court said.

"This court does not sit as a super-personnel department that re-examines an entity's business decisions," the court added. "The question is not whether the Tribune exercised prudent business judgment, but whether Dale has come forward to refute the articulated, legitimate reasons for his discharge."

The court said Dale's assertions of discrimination were not adequate to rebut the company's explanation for the discharge, "namely, poor job performance."

(Dale v. Chicago Tribune Co., U.S. Supreme Ct. No. 86-933) ☐

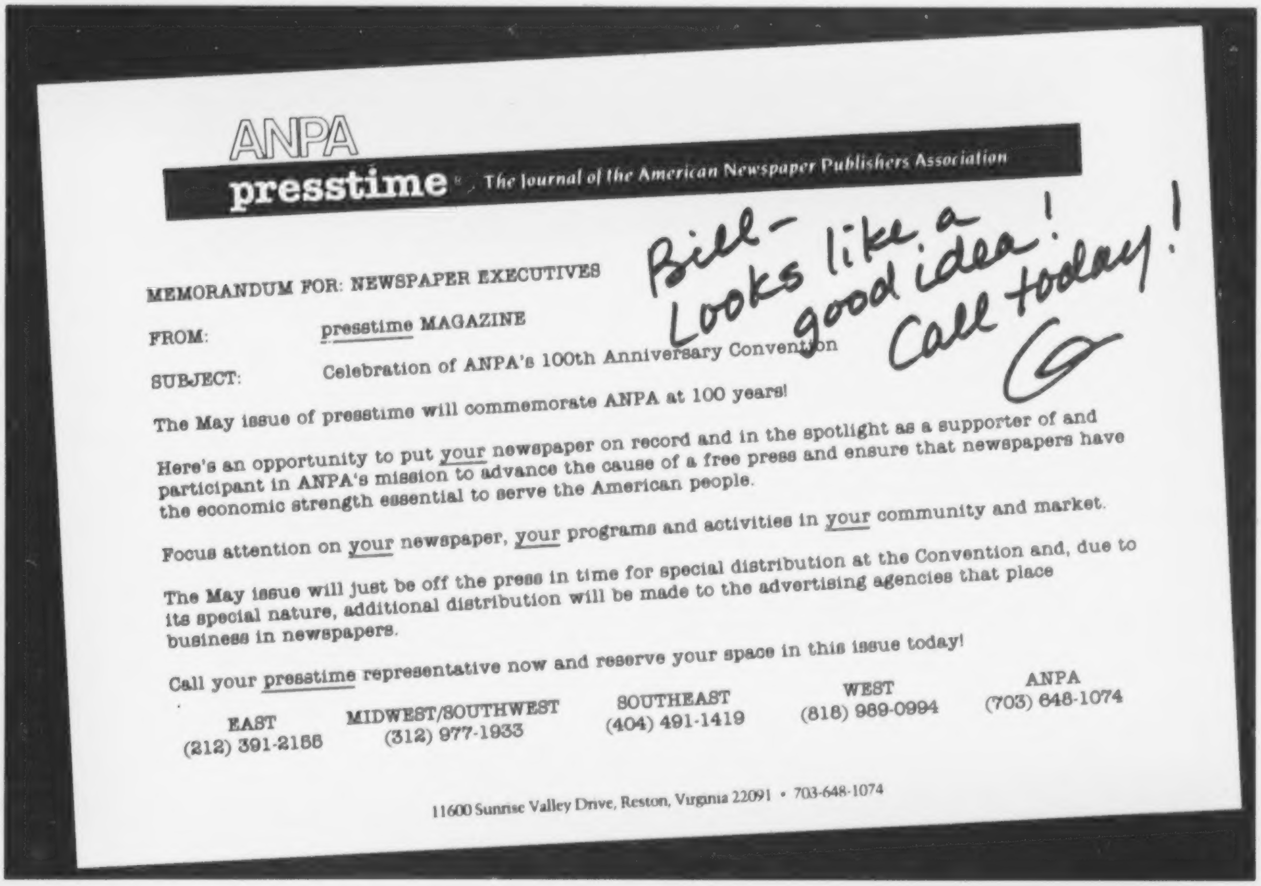
GCIU withdraws from second election

Local 327 of the Graphic Communications International Union and another union have withdrawn from a representation election at The Anchorage Times.

In a 1985 election, a unit of all workers except carriers, composing room employees and pressroom personnel voted 118-74 against representation by the GCIU and Local 341 of the Alaska State District Council of Laborers, joint petitioners. But the NLRB ordered a new vote because it found the company had engaged in an unfair labor practice [**presstime**, Sept. 1986, p. 58].

The NLRB regional director subsequently scheduled another election, but the two unions withdrew their objections to the earlier election and filed a "disclaimer of interest" in representing the employees. As a result, the NLRB canceled the second election and certified the results of the first one.

(Anchorage Times Publishing Co., Case No. 19-RC-11172) ☐



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presstime — The Journal of the American Newspaper Publishers Association

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10 technical seminars set for second half of year

ANPA has scheduled 10 "hands-on" technical seminars for the second half of 1987.

Conducted by the Association's Technical Services Department at The Newspaper Center in Reston, Va., these seminars are limited to 10 participants per session. Registration fee for each is $575.

There will also be 11 non-technical sessions during the six-month period. They were listed in the September 1986 issue of **presstime**, pp. 52-54. Any changes in the schedules for these seminars will be announced in future issues.

The July-through-December schedule for technical seminars is as follows:

Web Offset Newspaper Press Operations
July 20-24
Aug. 17-21
Sept. 14-18
Oct. 19-23
Nov. 30-Dec. 4

Pressmen will learn techniques such as web offset trouble shooting and quality control programs for consistent results on the press. Non-pressroom personnel will gain hands-on experience operating a newspaper press. This seminar will utilize ANPA's double-width M.A.N.-Roland 4/2 press and the single-width Goss Urbanite Press. Specific areas to be covered include: offset press unit components, precise adjustment of all systems, registration systems, plate processing and control, printing problems and offset press care and maintenance.

Newspaper Quality Control
Aug. 3-7
Nov. 16-20

This seminar reviews procedures needed to establish quality standards throughout the newspaper production cycle. Through lectures, demonstrations and "hands-on" operational experience, a complete system for documenting, measuring and maintaining high quality printing will prepare participants to initiate their own systems. The quality control system will proceed through the following steps: copy standards and photographic reproduction density ranges (color and black-and-white); establishing and maintaining typesetting procedures and equipment; process camera control of line copy and halftones; color separation standards for scanners and direct screen operations; and maintenance and set-up procedures for newspaper presses.

Newspaper Color Scanner Operation
Aug. 24-28
Nov. 2-6

Newspaper production and management personnel will learn the skills needed for utilization of electronic scanning systems. The program encompasses newspaper processes relative to producing consistent, high-quality color. Through a combination of classroom instruction and hands-on training, attendees learn the essential techniques for printing high-quality ROP process color for both editorial and advertising departments on offset and/or letterpress presses. Participants are given a thorough background in color reproduction —including the purpose of making additive and subtractive color theory, the relationship of ink and paper in color printing, and proper evaluation of colors.

Management Introduction to Newspaper Technology
Sept. 28-Oct. 2

Management personnel are introduced to the latest developments in electronic editorial and production systems. The seminar is intended to create increased awareness of the capabilities and limitations of modern newspaper production equipment. Instruction includes personalized sessions that assist attendees in achieving an understanding of the new technologies. They experience hands-on operation of modern phototypesetting equipment plus electronic editorial and advertising copy processing systems. Participants also produce their own four-page newspaper, working through all the procedures from copy preparation to the actual press run.

For more information on these seminars, contact Arthur M. Boudreau, manager/technical training, ANPA, The Newspaper Center, Reston, Va.; (703) 648-1217. ☐

ANPA's Boudreau explains platemaking at recent Newspaper Quality Control Seminar.

New process allows newspapers to improve wire-service separations

Newspaper photo editors have two primary quarrels with color photographs transmitted by wire services.

The first is that separations sent over the wire are monochrome and do not offer any real clues as to how the color actually looks.

The second, and perhaps more important, is that final pictures often contain muddy midtones and dark shadows–the result of midtone and shadow dots running together. John Harrington, ANPA color specialist, said it appears that dots expand during transmission, causing images to lose definition.

For the past six months, however, USA Today photo technicians have used a daylight horizontal process camera they say gives them more control over the color image. The RPS-6100, a product of Agfa-Gevaert Inc., a Belgian firm with U.S. offices in Waldwick, N.J., recombines the wire photo separations on one sheet of Agfa's CopyColor print paper. The paper is part of a system of diffusion transfer color print materials.

That print can then be separated on a scanner. Dots can be sharpened so that the resulting photographs are lighter.

Because the process requires a scanner, Harrington observed that not all newspapers would find it useful. However, he said it could be a boon to many.

"With this camera we are able to hold the detail in color images we receive, and that is a tremendous advantage to us," said Paul T. Whyte, USA Today director/photography. "We've been very pleased with results. For example, we don't have to take the separations to an editor and say, 'Picture the sky blue here and another color there.' They can see the colors for themselves."

Whyte said he also likes the camera because it makes proofs in 10 to 15 minutes.

The system was used for color coverage of the Super Bowl in Pasadena, Calif., in January. The newspaper's photographers sent their pictures by wire back to USA Today headquarters in Virginia. Pictures that would have been too dark to use were rephotographed, enhanced by a scanner and separated, Whyte said.

The Agfa-Gevaert camera has a list price of $19,500, and each print costs about $2.50 to process. Whyte said the camera is used primarily for just a handful of color pictures every week. However, USA Today officials believe the good results justify the expense.

USA Today photos sent from Super Bowl were enhanced to make usable.

The camera has been on the market for about four years. It has been sold mainly to advertising agencies wanting quick color proofs.

Whyte said the USA Today photo department discovered last year that the Agfa-Gevaert camera was being used in the newspaper's promotion department for in-house work. The photo department quickly determined that such a unit would work just as well with transmitted photos, he said, and USA Today bought another one.

The Agfa-Gevaert camera works as follows. Each separation is photographed through a filter—cyan through a red filter, magenta through a green filter and yellow through a blue filter—and all three exposures are recombined on one piece of CopyColor print paper.

The paper moves through a diffusion transfer device, which is a series of rollers that draw the print through a chemical bath.

The user then has an almost-true color print or proof. This piece is then scanned and new separations made. Correction for color and other factors can be made.

"With this camera we are able to hold the detail in color images we receive."

The 6100 has diffusion-transfer equipment built in, but color diffusion-transfer prints also can be made by adding the CopyColor system to a newspaper's process camera, said Leon Harney, Agfa-Gevaert color specialist. Expenses would include CopyColor positive paper, which is $20 for 50 sheets, and the CopyColor 435 diffusion-transfer system, which has a list price of $1,395.

The camera's application to the newspaper business comes as the number of wire-service color photos being transmitted is steadily increasing.

The Associated Press every week transmits about 75 news, sports and feature color photos over its LaserPhoto network and via satellite on LaserPhoto II.

Brian H. Horton, AP Photo enterprise editor, points out that five years ago all of the color wire photos transmitted in one year could be filed away in half a drawer in a filing cabinet. Now, one drawer is filled every two or three months.

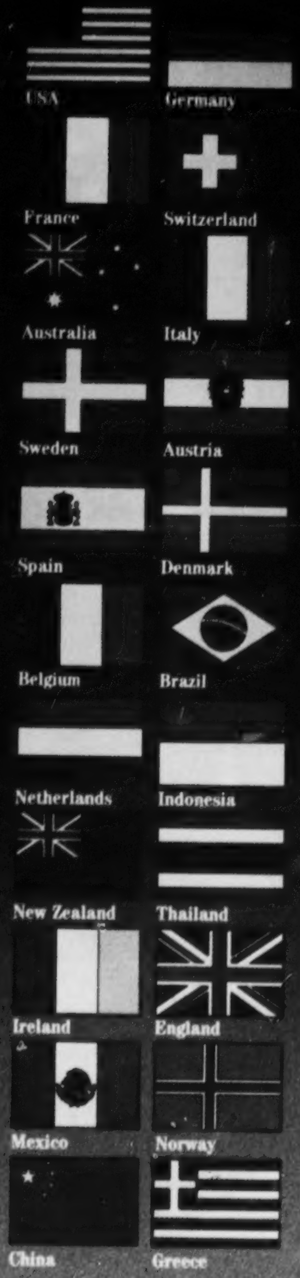
Even though Horton said he wasn't convinced the Agfa-Gevaert camera was necessary, he discusses the technology as well as other color diffusion methods in clinics he conducts around the country for newspapers. "We believe it's important for people to have as much information as possible," he said.

United Press International sends about three color photos a day over its network to all subscribers and others on demand.

Of course, not all color photos being transmitted by the wires need adjusting, noted Donald P. Hathaway, camera/platemaking superintendent for the Richmond (Va.) Times-Dispatch and The Richmond News Leader. Nevertheless, many of the wire separations he receives don't meet the newspapers' standards. "We have to kill a lot of them after the editors see the color proofs," he said.

The newspaper has been testing CopyColor, and Hathaway said he has been impressed with the results.

But even as the new color-enhancing system is introduced for the newspaper business, developments regarding electronic photography continue apace. (See story, p. 78.) And someday, experts say, electronic photography will render even the newest of today's color-separation processes obsolete. ☐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Baltimore Sun keeps track of page flow with 'flick of a finger and glance' at VDT

The Baltimore Sun has developed a computerized page-flow tracking system that has laid to rest such things as chalk boards, check-off charts and notes scribbled in page margins.

The system shows—in color on a single screen—the up-to-the-minute status of every page of an edition. It warns of pages lagging and provides detailed performance reports.

"We can now, at the flick of a finger and a glance at a terminal screen, tell where each and every page is in the production system," said James P. Day, executive news editor of The Evening Sun.

The page tracker was developed over the course of more than a year by an in-house team of programmers and analysts. It cost several hundred thousand dollars, said Thomas M. Germroth, Sun production support supervisor who led the effort.

The system works as follows:

First, the production manager enters each department's hour and minute deadlines for each edition. These deadlines are used for minute-by-minute monitoring of each page.

Next, a day or so before an edition goes to press, the production manager enters particular data for the edition. These data include the number and name of each section, the number of pages per section, the pages that have spot or multicolor, the name of and color requirements for each ad, pages that are double-truck, presses to be run, etc.

Then actual tracking begins. Each department must enter into the system the fact that a page has first been received and then later sent from that area. Employees enter such data using terminals strategically placed in the ad makeup area, newsroom, composing room, engraving room and plate room. Terminals also are located in the mailroom and the pressroom, where workers can enter after-the-fact performance data.

A key feature of the system is the status screen located at every terminal. It displays the status of every page of an edition by listing each section in a row across the top of the screen and listing each page for each section as vertical columns down the screen.

Also displayed are:

- Changes in color of each page number as the page moves from one department to the next
- An "S" or "C" next to the page number to indicate spot or multicolor
- Number of pages still to close in composing
- The current time
- Status of any "chasers"—corrections to be made on a page
- List of double-truck pages
- Presses to be used
- The pages in any department, if desired
- Pages for which negatives have been damaged and need to be reshot.

Another key feature is the early-warning system of pages late or lagging. If a page has not moved out of a department by a pre-established deadline, the page number will flash on the status screen until the page is located, completed and logged out of the department.

A second warning signal was designed for pages between departments. If a page has been sent from one location, but not entered as received by the next production station within 15 minutes, the page number will flash until receipt is acknowledged.

A third type of alert is actually in the form of a message. The production manager may post a memo for viewing by all or selected departments. The words flash across the bottom of recipients' screens in red.

In case there is a system failure, printouts of the status data are made every 15 minutes. This has proven sufficient to recover and proceed manually if necessary.

The last operational feature is a method of providing after-the-fact, hard-copy management reports. These give full information about the makeup of the edition, the various production times, and pressroom and mailroom data.

The system runs on an IBM mainframe computer with IBM's commonly used IMS database and IBM 3179 color terminals. It also can use appropriately equipped IBM-PCs.

Frank Edwards, manager of mechnical production, said all departments working with the page-flow system have learned to depend on it. "I've talked to some of our editors who originally thought it was just a new toy, but who now have changed their way of thinking after learning what this system can do for them."

He said the system "has really helped all of our departments stay on top of the operation, and has helped stop some of those costly, time-killing mistakes at closing time."

Executive News Editor Day added, "Now, if they can just teach it to make coffee and scratch my back. . . ." ☐

Editor's note: This story was submitted in response to ANPA Technical Committee requests for innovative technical ideas. Send submissions to Dawn D. Murphy, Technical Services Department, The Newspaper Center, Reston, Va.

Irving H. Phillips Jr., Baltimore Sun

Marty Ostovitz monitors pages of the Sun as press time nears.

What good is high technology when 1 out of 5 workers can't read?

Everyday, American business invests in highly technical equipment designed for the demands of the 21st century. Yet millions of its workers are barely equipped to function in the 20th century...simply because they're illiterate.

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West Virginia Tech pursues newspaper program

West Virginia Institute of Technology is working with an informal committee of newspaper production executives to establish the school's first newspaper production management program.

Officials said it tentatively will begin by the fall semester of 1988. Courses will include offset and flexographic printing and color technology.

The school's printing building will undergo a $500,000 renovation beginning this summer to accommodate a web offset press. The school is seeking a donation of that press and other production equipment from manufacturers and newspapers.

Like many other schools, West Virginia Tech has found that most graduates pursue careers in commercial printing. Jack W. Nuckols, chairman of printing technology/management, said about 15 percent of graduates have gone on to newspaper work.

"We want students to follow their own career paths, but we believe that increased exposure to newspapers and newspaper production work will encourage students to consider newspapers as a career," said Nuckols, who has taught at the school since 1965.

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Finding skilled, qualified production workers is a problem for newspapers large and small [**presstime**, Nov. 1986, p. 8]. Newspapers need production workers with a strong technical background and equally solid business and management skills at a time when graphic arts enrollments are dwindling.

"We need trained people because in most cases, our larger newspapers don't have the time to train them. We need people who can step out of school and do the job right away," said Tech alumnus Homer E. Taylor Jr., vice president/manufacturing and supply for Scripps Howard, which is donating 26 Mycro-Tek terminals to the school.

Taylor is a member of the newspaper-executive committee with which the school is consulting. The group is made up of more than a dozen people trying to get donations and help establish curriculum.

West Virginia Tech was founded in 1895. It currently has about 2,800 students, about 150 of whom are in the printing program. The campus is located in Montgomery, 20 miles south of Charleston. ☐

Correction

A story about flexographic press purchases in the February issue (p. 56) failed to list all of the components of the two Goss Flexoliner presses being purchased by The Blade of Toledo. Each press will have two four-color units for color printing. **Presstime** regrets the error. ☐

TECHNOLOGY NOTES

- The New York Daily News has signed a letter of intent to purchase **18 four-color Flexoliner units** from the Graphic Systems Division of Rockwell International (Goss).

The units, to be positioned on letterpress presses in three different Daily News printing plants, will permit the newspaper for the first time to print color for both editorial and advertising purposes.

Officials of the Daily News said this will enable the newspaper to compete better in the increasingly competitive New York market [**presstime**, Nov. 1986, p. 38].

- Rockwell International and Scripps Howard have formed a partnership, Hall Processing Systems, to manufacture and market **newspaper mailroom components and systems**.

Goss Processing Systems of Rockwell's Graphic Systems Division and Scripps Howard's Hall Systems Inc. currently manufacture mailroom equipment. They will sell not only their own products but also new ones from the joint venture.

- M.A.N.-Roland said it has **sold Uniman offset presses** to several daily and weekly newspapers in the People's Republic of China.

The dailies range in cirulation from 200,000 to 900,000.

- Trading of common and preferred **stock of AM International Inc.** began Feb. 23 on the New York Stock Exchange. The stock will continue to be traded on the American, Pacific and Midwest stock exchanges. AM manufactures graphic arts supplies used by newspapers.

TECHNOLOGY CALENDAR

- **Seybold Seminars '87** will be March 9-13 at the Beverly Hilton Hotel, Beverly Hills, Calif.

- The annual meeting of the **Collier Jackson Users Group** will be March 13-17 at the Lincoln Hotel in Tampa.

- **America★East,** an annual newspaper operations conference, will be March 25-27 at the Hershey (Pa.) Lodge and Convention Center.

- **Composition '87 and Type-X '87**, the National Composition Association's convention and trade show, will be April 9-11 at the Marriott Marquis in New York.

- **Paper and Ink Problems in the Pressroom,** a Graphic Arts Technical Foundation seminar, will be May 2 at the International Hotel, Baltimore/Washington International Airport, and May 5 at the Holiday Inn, Milford, Conn.

- The 35th annual **Web Offset Meeting**, sponsored by Printing Industries of America, will be May 18-20 at the Royal York Hotel, Toronto.

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☐ **CS-25** - 25,000 per hour. Compensating Counter Stacker for small newspaper or commercial presses. Programmable.

☐ **285** - 40,000 per hour. Counter stacker for preprints, inserts, supplements, and commercial work.

☐ **CS-70** - 70,000 per hour. Compensating Stacker for Sunday magazines, comics and newspaper inserts. Heavy-duty, for 3-shift operation.

☐ **CN-70** - 70,000 per hour. Compensating Newspaper Stacker. Also handles commercial work. Squeeze rollers, shingle aligner and bin joggers standard.

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1986 exceeds '85 as record year for newsprint use

Newsprint consumption by all U.S. users and by U.S. daily newspapers was at record levels in 1986, according to preliminary figures compiled by the ANPA Newsprint and Transportation Department.

All users consumed 11,949,081 metric tons, an increase of 3.1 percent from the previous record of 11,587,092 set a year earlier.

Consumption by U.S. dailies was up 2.5 percent from 1985's record total–8,945,230 metric tons versus 8,724,521.

December was part of the overall upward trend for 1986, as U.S. users increased their consumption by 0.8 percent from December 1985, and U.S. dailies consumed 2.4-percent more.

Canadian production for 1986 totaled 8,274,781 metric tons, an increase of 3.2 percent over 1985. Shipments from Canadian mills totaled 9,302,162, up 3.4 percent from 1985.

Production by U.S. mills in 1986 was 1,196,657 metric tons, an increase of 9.5 percent from 1985. Shipments from U.S. mills totaled 5,115,038 tons, up 3.8 percent.

Canada's operating rate for 1986 was 94 percent; in the United States, it was 94.4 percent.

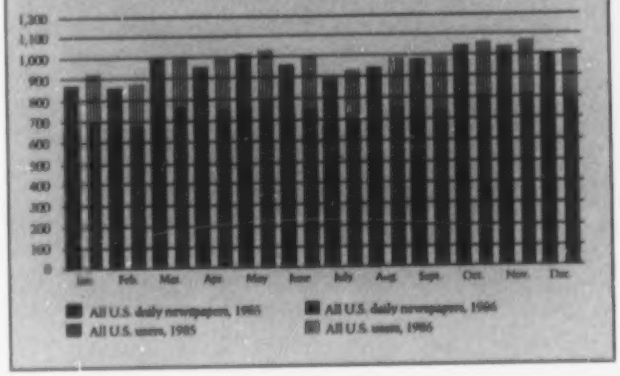
Estimated consumption of all U.S. daily newspapers[1]

Region	November 1986(r)	November 1985	% Change
Northeast	211,719	198,543	+ 6.6
North Central	169,514	163,747	+ 3.5
South	258,511	249,110	+ 3.8
West	174,846	173,138	+ 1.0
Circulation Size			
up to 25,000	54,397	58,225	-6.6
25,001-100,000	164,889	156,363	+ 5.5
Over 100,000	595,304	569,950	+ 4.4
November totals	814,590	784,538	+ 3.8
Eleven-month totals	8,157,875	7,955,338	+ 2.5
Region	**December 1986(p)**	**December 1985**	**% Change**
Northeast	193,281	187,574	+ 3.0
North Central	164,707	161,174	+ 2.2
South	254,656	246,169	+ 3.4
West	174,711	174,266	+ 0.3
Circulation Size			
up to 25,000	53,330	57,722	-7.6
25,001-100,000	165,126	157,297	+ 5.0
Over 100,000	568,899	554,164	+ 2.7
December totals	787,355	769,183	+ 2.4
Twelve-month totals	8,945,230	8,724,521	+ 2.5

Stocks

U.S. publishers[2]	Tonnage	Days' supply On hand	Days' supply In transit
October 1986	887,474	34	6
October 1985	935,382	38	5
November 1986	803,048	32(r)	6
November 1985	888,680	38	6
December 1986	833,840	37(p)	8
December 1985	909,960	41	8
Canadian mills			
December 1986	263,016	—	—
December 1985	190,400	—	—
U.S. mills			
December 1986	49,074	—	—
December 1985	56,495	—	—

Estimated newsprint consumption, 1985-1986 (thousands of metric tons)



Estimated consumption of all U.S. users

	1986	1985	% Change
October totals	1,088,183(r)	1,051,253	+ 3.5
November totals	1,077,216(r)	1,041,352	+ 3.4
December totals	1,023,236(p)	1,014,669	+ 0.8
Twelve month totals	11,949,081(p)	11,587,092	+ 3.1

Production

	Canada	U.S.A.	North America
December 1986	768,947	427,710	1,196,657
December 1985	695,678	397,563	1,093,241
Increase	+ 73,269	+ 30,147	+ 103,416
	+ 10.5%	+ 7.6%	+ 9.5%
Twelve months 1986	9,274,781	5,107,617	14,382,398
Twelve months 1985	8,988,113	4,924,138	13,912,251
Increase	+ 286,668	+ 183,479	+ 407,147
	+ 3.2%	+ 3.7%	+ 3.4%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
December 1986	593,502	107,051	114,162	814,715
December 1985	561,925	86,961	127,654	776,540
Twelve months 1986	6,734,672	1,121,523	1,445,967	9,302,162
Twelve months 1985	6,672,488	1,033,533	1,289,653	8,995,674
Increase	+ 62,184	+ 87,990	+ 156,314	+ 306,488
	+ 0.9%	+ 8.5%	+ 12.1%	+ 3.4%
From U.S. mills				
December 1986	410,557		28,893	439,450
December 1985	380,143		25,969	406,112
Twelve months 1986	4,777,477		337,561	5,115,038
Twelve months 1985	4,648,096		278,720	4,926,816
Increase	+ 129,381		+ 58,841	+ 188,222
	+ 2.8%		+ 21.1%	+ 3.8%
From North American mills				
December 1986	1,004,059	107,051	143,055	1,254,165
December 1985	942,068	86,961	153,623	1,182,652
Twelve months 1986	11,512,149	1,121,523	1,783,528	14,417,200
Twelve months 1985	11,320,584	1,033,533	1,568,373	13,922,490
Increase	+ 191,565	+ 87,990	+ 215,155	+ 494,710
	+ 1.7%	+ 8.5%	+ 13.7%	+ 3.6%

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[1] Based on stratified data from newspapers in ANPA statistical sample; figures in this and other tables are in metric tons

[2] Represents stocks of newspapers in ANPA statistical sample

(r) = revised (p) = preliminary

Texas paperworkers ratify contract

A three-year contract has been ratified between the United Paperworkers International Union and Champion International Corp. at the company's newsprint mill in Sheldon, Texas.

Workers will receive a $1,000 lump-sum increase in the first year, a 42-cents-an hour increase in the second and a 2.5-percent raise in the third.

Negotiations continue between the UPIU and Augusta (Ga.) Newsprint Co. [**presstime**, Feb. 1987, p. 53].

In Canada, the Canadian Paperworkers Union set its wage demands for this year's contract negotiations. It will seek a $1-an-hour increase (6.8 percent) for the first year and a minimum of $1.25 an hour (8 percent) for the second year. The majority of labor contracts at eastern Canada's newsprint mills will expire this year. ☐

Correction

A cutline in the January issue (p. 26) incorrectly described Madison Paper Industries of Madison, Maine, as a newsprint producer. The company produces higher-grade "supercalendered" paper used by some newspaper Sunday magazines and other publications. **Presstime** regrets the error. ☐

Canadian price hike

Five eastern Canada newsprint producers announced increases in the price of newsprint for Canadian customers from $635 to $685 (Canadian) per metric ton, effective April 1.

The 7.9-percent increase originated at Abitibi-Price Inc. and Reed Inc. and was followed by Consolidated-Bathurst Inc., F.F. Soucy Inc. and Kruger Inc.

British Columbia newsprint producers raised prices to Canadian customers on Jan. 1 from $585 to $620 (Canadian) a metric ton [**presstime**, Nov. 1986, p. 70]. ☐

NEWSPRINT NOTES

- Stone Container Corp. of Chicago **agreed to acquire Southwest Forest Industries Inc.** of Phoenix for $763 million.

Stone Container is one of the nation's largest producers of corrugated container and paperboard products. Southwest Forest has a newsprint and linerboard mill in Snowflake, Ariz., and a linerboard and pulp mill in Panama City, Fla. The company also owns 19 corrugated container plants.

The merger is subject to certain conditions, including approval by Southwest's shareholders.

- New Zealand-based Fletcher Challenge Ltd. agreed in February to **buy 47 percent of British Columbia Forest Products Ltd.** for $505 million (Canadian). FC said it would not attempt to purchase more than 49 percent. The purchase must be approved by Investment Canada, a government agency that scrutinizes the sale of Canadian companies to foreign firms.

British Columbia Forest Products and another FC company, Crown Forest Industries, each has a newsprint mill in B.C.

Financial report of paper companies, 1986 vs. 1985

Net income (in thousands of dollars)

	1986	1985	% Change
Boise Cascade Corp.	$101,540	$104,290(a)	-2.6
Bowater Inc.	49,444	67,520	-26.8
British Columbia Forest Products Ltd.	40,200	30,100	+ 33.6
Consolidated-Bathurst Inc.	49,400(b)	77,600(b)	-36.3
Domtar Inc.	145,000(a)(b)	110,400(a)	+ 31.3
Donohue Inc.	24,500	20,700	+ 18.4
Great Lakes Forest Products Ltd.	30,000	3,600	+ 733.3
Great Northern Nekoosa Corp.	85,300	46,200	+ 84.6
Kimberly-Clark Corp.	269,400	267,100	+ 0.9
Southwest Forest Industries	(1,700)(a)	(9,823)(a)	—
Weyerhaeuser Co.	267,685	200,116	+ 33.8

(a) including extraordinary gain; (b) including extraordinary loss; ( ) = loss

Transportation

Rail mergers, sales continue

Illinois Central Gulf Railroad sold a 631-mile line from Joliet, Ill., to Kansas City to Venango River Corp. for $81 million. Venango will operate the line as the Chicago, Missouri and Western Railway Co. Interstate Commerce Commission officials said the sale is the last of a series of spinoffs planned by Illinois Central.

In other railroad developments:

- The public sale of Conrail's stock is expected to begin sometime this spring or summer [**presstime**, Dec. 1986, p. 68]. Also, Conrail reported that revenue and net income dropped last year compared with 1985. In 1986, Conrail posted net income of $431 million from revenue of $3.144 billion. In 1985, Conrail had a net income of $442 million and revenue of $3.208 billion.
- The ICC approved CSX Corp.'s $803-million acquisition of Sea-Land Corp., the first merger between a railroad and an ocean carrier.
- Kansas City Southern Railroad asked the ICC to deny requests that it take another look at the proposed merger of the Santa Fe and Southern Pacific railroads and to permit KCS to make an offer for Southern Pacific [**presstime**, Nov. 1986, p. 72].
- Directors of the Chesapeake & Ohio Railway Co. and Baltimore & Ohio Railroad Co. approved a plan in which the C&O will absorb the B&O. Both lines are owned by CSX Corp.
- The Soo Line Corp. said it will sell more than 2,000 miles of its railroad in Wisconsin and Northern Michigan because it was unable to obtain labor concessions. ☐

Greyhound sells bus operations

Greyhound Corp. has agreed to sell its 73-year-old bus operations to a group of Dallas bus-company executives for more than $350 million.

Greyhound also has closed or sold dozens of terminals, reorganized into several regional companies and scrapped some less-profitable routes.

Meanwhile, the Amalgamated Council of Greyhound Local Unions tentatively agreed to extend its labor contract with Greyhound through March 18 unless agreement is reached on a new contract before then. The tentative contract must be ratified [**presstime**, Jan. 1987, p. 68].

Newspapers that ship bundles by bus to outlying areas are watching the developments closely. ☐

Minorities task force enters action stage

When the industry-wide Task Force on Minorities in the Newspaper Business met in February for the third time, members learned that their ideas are turning into reality, their plans into specific programs.

Washington Post columnist Dorothy Gilliam, speaking at a dinner opening the meeting in Reston, Va., said she believes the task force is "moving from the talking stage to the acting stage. The task force has . . . the challenge of really moving this industry much further along."

Founded in 1985, the group produced more "tangible" results over the past 12 months than in its first year, said Terri Dickerson-Jones, task force staff director and minority projects coordinator of ANPA Foundation.

Participation in the umbrella group has increased over the past year from 29 to 39 national and regional newspaper organizations that are committed to increase minority employment in all newspaper departments [**presstime**, March 1986, p. 66].

Representatives said minority employment and promotion at newspapers is far from the goal of fair representation. But the task force is emphasizing success stories as a way to motivate managers to improve their efforts.

Following the task force meeting, the ANPA Foundation Advisory Group on Minority Projects gathered for the first time, with Jay R. Smith, publisher of the Atlanta Journal and Constitution, as chairman. The group will recommend to the Foundation Trustees that they increase funding of task force job fairs and urge increased involvement by publishers in planning of job fairs, particularly concerning business-side opportunities.

It also recommended that there be a general session on minorities at an early ANPA Convention and that ANPA conduct a survey of minority employment at all ANPA-member newspapers, particularly in the business-side departments.

Among projects discussed in the task force session were a newly published nationwide speakers' directory, a video project to present role models in newspaper careers to minority youth, new mentoring programs and a proliferation of job fairs.

"It's a whole change in attitude," Dickerson-Jones said.

"It was really exciting in that respect," said task force Chairman Loren Ghiglione, publisher of The News in Southbridge, Mass. "There's more active participation by all the task force members. It's a better mix of minorities as well as non-minorities."

Publishers and other top newspaper executives who participate in seminars at the American Press Institute don't have to be sold on hiring and developing minority employees, said API director and task force participant Frank Quine. "We have gotten a very positive response" to API sessions on minority hiring, he said. "They wanted less 'why' they should do it, but more information on 'how to.'"

To that end, several resources have been developed over the past year by organizations in the task force.

One, a booklet published by ANPA Foundation on employing minorities, recently received an honorable mention in the annual publication contest conducted by Association Trends newsletter. "Recruiting and Retraining Newspaper Minority Employees: How To Do It" was cited in the category for books and manuals.

The booklet includes an eight-page form through which newspapers can document their own minority employment plan and send it to the Foundation for a confidential assessment and advice.

Another task force member, the Institute for Journalism Education, will sponsor a conference in Washington, D.C., March 9-11 on "Racial Diversity and the Media: A Blueprint for Action." The conference will assess efforts over the past 10 years to increase minority representation at all levels of the media and will serve as a foundation for future action, said Charles A. Martin, IJE president and chief executive officer. He said IJE plans to present findings from the conference during ANPA's 100th Anniversary Convention May 3-6 in New York City.

At the task force meeting, members repeatedly urged sensitivity programs and incentives for mid-level managers—the people who most directly influence employment decisions. But Mervin Aubespin, associate editor for development at The Courier-Journal in Louisville, warned against using performance evaluations of managers to implement minority hiring goals.

"I think, realistically, there is no utopia in the industry. . . . I think we should be extremely careful when we start a reviewing process that is going to suggest who the good guys and the bad guys are," Aubespin said, adding that managers may become discouraged or resentful of such a process. "I suggest we use a positive approach of showing how some companies have been able to do a better job than others."

"I'd like to suggest a way not to go," said Lee Stinnett, executive director of the Amer-

Task Force participants are (from left) Aubespin, Dickerson-Jones, Ghiglione, Bob Thrasher of The Plain Dealer in Cleveland, Margaret Clark-Price of the Native American Press Association, and Leila Austin of the Dayton (Ohio) Daily News.

ican Society of Newspaper Editors. "We considered creating a prize for the newspaper that has done the best. Nobody's doing quite good enough to start winning prizes, so we try to highlight success stories in our publications."

A workshop aimed at developing good working relationships between white and minority managers and employees also is in the planning stages, said Dickerson-Jones. ANPA Foundation will offer the workshop as an advisory service to newspapers.

Other reports by task force committees covered:

•**Job fairs.** The Washington Post will host its first minority job conference March 19-21, cosponsored by the task force and ANPA Foundation. It will be the first such conference to focus entirely on business-side careers, with the theme of "Jump In!"–an acronym for Joining Us Means Progress In Newspapering. Planners hope to draw 300 students and 50 to 60 newspapers.

It will be the last of five job fairs the task force has sponsored over the past year. ASNE reported that it has sponsored 15 job fairs, three of which were cosponsored with the task force. Preceding all the fairs were conferences designed to teach editors techniques of recruiting and retaining minority staff members.

•**Secondary school education.** The task force is contacting news organizations to provide mentors of any race to the most promising high school students "to continue to fan the fire of interest in journalism," said George J. Lockwood, managing editor/features of The Milwaukee Journal and president of the Inland Daily Press Association.

Project Target is conducting a pilot "mentor program" in which 20 talented minority teenagers were selected from Urban Journalism Workshop programs in four states to write news stories under the supervision of professional journalists. The articles are being carried during the 1986-87 school year by Youth News Service, a Washington, D.C.-based cooperative service that provides student-written stories about youth issues to 300 high school newspapers and several community papers.

The program, running from October 1986 through April 1987, is coordinated by the YNS publisher, Youth Communication, and supported by the task force and the Dow Jones Newspaper Fund.

ASNE also has awarded $500 scholarships to 22 minority students entering college in the 1987-88 school year. It plans to double the number of scholarships next year. ASNE also offered to share its information on establishing such scholarships with any newspaper that wishes to develop minority scholarships in any newspaper field.

–Mary A. Anderson

Charlayne Hunter-Gault of PBS' MacNeil/Lehrer NewsHour and formerly of The New York Times discusses the oil portrait of her (background) with artist Bryan McFarlane. It was one of 12 McFarlane paintings of black journalists commissioned by Miller Brewing Co. and unveiled Feb. 17 at the National Press Club in Washington, D.C. The exhibition was cosponsored by the National Association of Black Journalists.

Foundation announces recipients of 12 minority fellowships

Twelve newspaper employees have been awarded ANPA Foundation minority fellowships for the first half of this year.

The fellowships, awarded semiannually, cover travel, registration and lodging expenses for attendance at training seminars sponsored by ANPA and other newspaper organizations. The Foundation has awarded 118 fellowships since the program began in 1981 to expand management opportunities for minorities.

Winners of the current fellowships, and the training sessions they were selected for, are:

•Julio Naudin, promotion and marketing manager, The El Paso Times and The El Paso Herald-Post—Newspaper Executives Marketing Seminar, Houston, sponsored by ANPA and the International Newspaper Promotion Association, Feb. 8-14.

•Lorestine (Lois) Coley, assistant managing editor for administration, Dallas Times Herald; and Fabiola Santiago, assistant editor, The Miami Herald—ANPA Management Development Workshop, Miami, Feb. 16-19.

•James Barnett, director of human resources, Pensacola (Fla.) News-Journal—Budgeting and Planning Workshop, Los Angeles, sponsored by ANPA and the International Newspaper Financial Executives, Feb. 22-24.

•Dennis T. Tsukamoto, mailroom superintendent, Hawaii Newspaper Agency, Honolulu—ANPA Newspaper Packaging and Distribution Symposium, Chicago, March 24-26.

•O.J. Daniels, controller, The Clarion-Ledger and the Jackson (Miss.) Daily News—ANPA Total Newspaper Conference, St. Petersburg, March 15-18.

•Jeanie Huff, classified advertising supervisor, The Idaho Statesman, Boise—American Press Institute Classified Advertising Managers Seminar, Reston, Va., March 22-28.

•Tenzil H. Dixon, branch manager, Atlanta Newspapers—Managing People in the Circulation Department, Miami, sponsored by ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association, March 30-April 1.

•Francis D. Arrieta-Walden, assistant news editor, The Olympian, Olympia, Wash.—The Poynter Institute Seminar on News and Informational Graphics, St. Petersburg, April 26-May 1.

•Vernon Smith, Jr., assistant city editor, The Detroit News—Leadership in the Newsroom Workshop, Washington, D.C., sponsored by ANPA, the American Society of Newspaper Editors and the Associated Press Managing Editors, May 11-13.

•Everette Carson, manager of human resources, The Tribune, Oakland—ANPA Labor Relations and Technology Seminar, Las Vegas, June 5-6.

•Ronald L. Jackson, regional general manager, USA Today/Western New York—ANPA/INPA Strategic Planning Seminar, Houston, June 14-18. □

Groups now own 73 percent of U.S. dailies; Clay Communications put up for sale

BUSINESS ROUND-UP

Although the number of newspaper groups in the United States declined last year, the number of group-owned newspapers and their total circulation continued to climb.

At the end of 1986, newspaper groups owned 1,217 U.S. dailies, 31 more than the 1,186 of a year earlier. Group circulation was 50.5 million, up more than 700,000 from the 49.8 million at the end of 1985. And those increased numbers were in the hands of fewer players—the number of groups declined from 155 to 146 during the year.

What this means, according to Bruce Thorp, media analyst at the Washington, D.C., brokerage firm Lynch, Jones & Ryan, is that groups now control an estimated 73 percent of all U.S. dailies and 80 percent of U.S. daily circulation. A year earlier, the percentages were 70.8 and 79.3, respectively.

The end-of-1986 percentages are estimated, Thorp explained, because an official count of U.S. daily newspapers was not available at the time Lynch, Jones & Ryan completed its annual report on group ownership.

Based on his current estimate that 1,670 dailies now exist in the United States, 453 of them remain independent of group ownership, 37 fewer than at the end of 1985, Thorp said.

The decrease may have stemmed from closings, sales to groups, or even as few as two dailies joining under common ownership, thus creating a new group, he said.

Although the number of groups shows a net loss of nine since 1985, 16 groups actually have disappeared, Thorp said. But seven of those were replaced by the formation of new groups, all of which were small.

In the past 10 years, Thorp said, the number of groups declined from 169 to 146, group-owned dailies increased from 1,037 to 1,217, and group circulation climbed from 43.4 million to 50.5 million. During the same period, he said, the number of independently owned U.S. dailies dropped from more than 700 to the estimated 453.

Groups vanished in different ways last year. For example:

- Oklahoma Publishing Co. closed its Colorado Springs Sun, leaving it with only one paper.
- State-Record Co. of Columbia, S.C. became part of Knight-Ridder Inc.
- Albritton Newspapers sold four of its five papers in 1986, leaving it with only one.
- Worcester Telegram & Gazette Inc., owner of four papers, was bought by Chronicle Publishing Co. of San Francisco.

Total Sunday circulation of group-owned papers reached 48.6 million by the end of 1986, slightly less than the 50.5 million circulation of group-owned weekday editions. But the Sunday circulation increased 1.9 percent over the previous year, outpacing weekday circulation growth of 1.5 percent.

"Acquisitions are a big part of this," Thorp said. "Some years, maybe (acquisitions) include more Sunday papers, some years less, and some have (Sunday) start-ups" [**presstime**, Nov. 1986, p. 44].

One of the next group-consolidation activities is expected to involve at least one of the dailies in Charleston, W.Va.

Few cities still enjoy the competitive contrast of Charleston, with two locally owned papers in its morning Charleston Gazette and evening Charleston Daily Mail. They are published under a joint operating arrangement.

The Gazette has been owned by the Chilton family since 1907 and run in a liberal tradition by Publisher William E. "Ned" Chilton III from 1961 until his death Feb. 7. The Daily Mail, owned by closely held Clay Communications Investors, has been the Gazette's conservative rival since 1914.

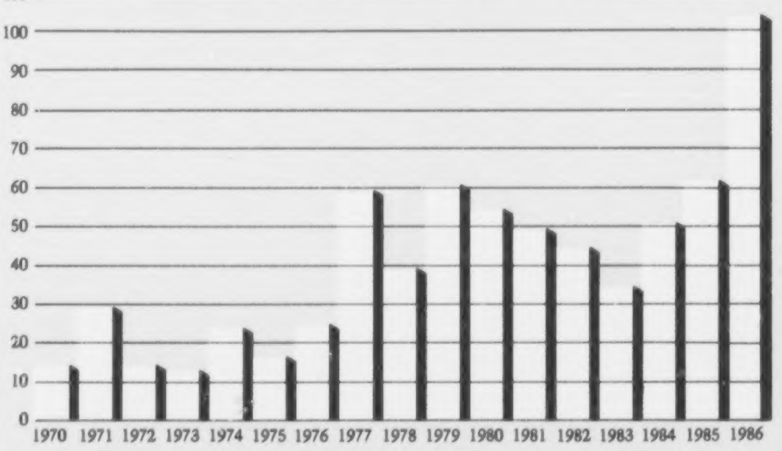
Soon, all that will change. Clay has put the Daily Mail and its four other dailies up for sale as a lot, stating a preference for a major media group as buyer.

John F. McGee, managing partner of Clay Communications Investors, said in late February he did not know which prospective buyers have expressed interest, as the matter is being handled by the brokerage firm of Morgan Stanley. "But we expect to have a clear indication in two or three weeks," he said.

Clay is selling, McGee said, because "we are trying to posture this company in the strongest possible position . . . because, as principals, we are getting much older. At least we are preparing ourselves. If anything, I think the Daily Mail will be stronger, not weaker, as the result of what we do. I hope we're going to find ourselves with someone with whom we have a great deal of confidence."

Chilton's death also has made the Gazette a target for takeover. The paper's stockholders, primarily Chilton's relatives, indicated by a vote Feb. 13 that they do not wish to sell. But Gazette editor Donald Marsh told **presstime** he believes that it is only a matter of time before the few stock-

Numbers of U.S. Daily Newspapers Sold (1970-86)[1]



[1]Sources: (1970-79) John Morton Research, (1980-86) presstime and Henry Ansbacher Inc.

Alberto Pacheco

holders succumb to a good offer from a group.

In other recent newspaper-business activity:

- **Scripps Howard** has sold SCW Inc., its newspaper clip art subsidiary, for an undisclosed price to Metro Associated Services Inc. of New York, a competitor in the advertising graphics field. The New York company plans to change its name to Metro Creative Graphics Inc.
- **Gannett Co.** has sold the exclusive rights to market and distribute USA Today Radio to ABC Radio Networks. About 120 stations carried the USA Today service. The approximately 2,000 affiliates of ABC Radio Networks, a unit of Capital Cities/ABC Inc., will start broadcasting USA Today Radio's audio March 16 and will receive the radio scripts late this summer. Terms of the agreement were not released.
- **Gannett** also has agreed to sell its two Detroit radio stations, WCZY AM and FM, to Sky Broadcasting Corp. for about $15.5 million, pending FCC approval. The transaction is necessitated by Gannett's acquisition last year of The Detroit News. FCC cross-ownership rules prohibit a company from owning a newspaper and broadcast station in the same community.
- **Chronicle Publishing Co.** of San Francisco has sold its public-access videotex service Teleguide to GTEL, a unit of GTE Corp. GTEL provides local telephone service in California. Chronicle Publishing had been operating its Bay Area service since 1984 [**presstime**, Aug. 1985 p. 41]. It had 263 terminals in place. GTEL said it plans to expand the service in the San Francisco area and introduce it in Los Angeles. Sale price was not disclosed.
- Rupert Murdoch's **News Ltd.** of Australia has purchased another of that country's major media companies, The Herald and Weekly Times Ltd. The acquisition includes 17 major daily or Sunday newspapers and more than 50 smaller ones. The purchase reportedly gives News Ltd. control of about half of Australia's newspaper circulation, although officials at Murdoch's U.S. holding company, News America Publishing Co., could not confirm that report. Prior to the acquisition, News Ltd. owned 16 daily or Sunday papers and 14 weeklies.
- A 13-month strike against Murdoch's **News International** company in England came to an end in February when the involved unions voted unconditionally to call it off. "It's all finished," said William A. O'Neill, vice president of The News Corp., the parent company. The dispute began in January 1986 when News International moved its four newspapers from the area around Fleet Street to Wapping [**presstime**, Dec. 1986, p. 18]. ☐

Newspaper growth of 1.5 to 2 percent seen

A sluggish U.S. economy was responsible for marginal gains in newspaper revenues in 1986, and the industry should continue to grow at an annual rate of 1.5 to 2 percent over the next five years, according to the U.S. Commerce Department.

In 1986, "newspapers maintained their top position among advertising media," the department said in its *Industrial Outlook 1987.* The report observed, however, that newspapers' "share of total advertising expenditures has steadily declined," primarily because of competition from direct mail and television.

"Constant dollar (adjusted for inflation) 1987 receipts of U.S. newspapers should rise by an estimated 2.2 percent" because total U.S. advertising expenditures are forecast to rise slightly in 1987, and advertising volume should increase 2 to 3 percent, it said.

Newspapers showed no appreciable linage growth in 1986, but the report's outlook for the next five years is more favorable.

Regarding circulation, it noted that while Sunday circulation increased between 1 and 2 percent last year, daily circulation grew less than 1 percent. The slow growth is likely to continue, increasing about 1 percent yearly over the next five years. "Circulation growth is not expected to keep pace with the increase in the adult reading population (ages 35-64) or the increase in the number of households," the report said.

"Working against growth in circulation are the slow but continuing consolidation of daily newspapers, a drop in multiple newspaper readership, and growing competition for the discretionary income and time of individuals," according to the report. ☐

Responses sought

The ANPA Human Resources Department reminds member newspapers to return the questionnaires on personnel and training practices that were mailed in January [**presstime**, Jan. 1987, p. 58].

McCOOK DAILY GAZETTE

McCook Daily Gazette sold

Missouri native has diverse background

Co-owner experienced writer and teacher

The Strunk family
of McCook, Nebraska, has sold

McCOOK DAILY GAZETTE

(Daily Circulation 10,300)

To Gozia-Driver Associates

This represents the first newspaper acquisition by Richard Gozia, previously vice president/finance of Harte-Hanks Communications, and Martha Driver, a former executive of Teachers Insurance and Annuity Association.

We are proud to have served as the broker for the Strunk family interests in this transaction.

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UPI to get digital photo system

United Press International has introduced a digital photo system that the wire service said "will greatly increase the speed and quality" of its news photos and graphics.

The system, called "Pyxys," should be up and running by late spring, said UPI President and Editor Milton R. Benjamin.

In other news regarding the wire service, the company named more top executives, including James R. Hood, UPI's new vice president/broadcast services, who was hired away from the Associated Press. UPI said Hood is the "highest-level executive ever to switch news agencies."

Benjamin, UPI Board Chairman Mario Vazquez-Raña and other company officials unveiled Pyxys at a press conference Feb. 20 in Washington, D.C.

Vázquez-Raña said with the introduction of Pyxys, "existing means of picture transmission become obsolete."

Tom Sudman, president of Digital A. V., a Knoxville, Tenn., firm that developed Pyxys, said digital transmission will eliminate picture degradation inherent in the traditional, analog style of wirephoto service. "If you've experienced what a digital compact disk system did to your home stereo, you're going to see that happen to the quality of photography," he said.

Pyxys is designed to handle all aspects of electronic photography—from shooting with an electronic camera to automatically producing a color or black-and-white print using a special printer.

Eventually, the system will be linked with newspapers' pagination systems, said UPI photo consultant Richard Clarkson, former director of photography of National Geographic and former managing editor for graphics of The Denver Post.

Initially, however, the system will involve "electronic darkroom" functions including scanning conventional photographs into the system for enhancing and cropping as desired, and storing them. Digital images will be sent from the main UPI electronic darkroom in Washington via UPI's satellite system to subscribers who must lease necessary equipment.

Leasing costs have not been set, UPI said. But subscribers will have three equipment-package options. The basic and least-expensive setup will allow users to receive UPI digital photos and print the ones desired on a compact printing machine. The second has been designed especially for the television industry and includes voice interviews. The third, which is the most-advanced, will allow users to enhance, crop and otherwise manipulate photos and graphics.

Benjamin said discussions are under way with "a number of newspapers" that have expressed interest in being among the first to receive wirephotos digitally.

In the personnel arena, Hood, who for eight years headed AP broadcast news and programming operations, took charge of UPI's broadcast product development and marketing. UPI veteran Bill Ferguson, managing editor/broadcasting, will continue to be responsible for broadcast news.

Also, Charles Hollingsworth, former national sales manager of The Washington Post, has been named UPI senior vice president for marketing and sales. Several other executives also have left the Post to take high-level UPI positions [**presstime**, Feb. 1987, p. 63]. ☐

Fort Lauderdale papers keep in touch

The Fort Lauderdale News and Sun-Sentinel wants to stay in touch with its "snowbird" readers after they migrate to their northern homes in the spring.

The south Florida daily is launching a weekly "Postcard Edition" to promote reader loyalty among seasonal residents and to help local advertisers reach that affluent market.

"As far as we know, no other newspaper in America publishes an edition like this," said Rick Seibert, the newspapers' Palm Beach circulation manager and project manager for the Postcard Edition. The only similar effort to come to the papers' attention is Canada News, published by The Standard of St. Catherines, Ontario, for Canadians who spend the winter in Florida [**presstime**, Jan. 1986, p.31].

Unlike Canada News, which is printed on-site in Florida, the Postcard Edition will be a special edition of the Fort Lauderdale dailies. It will be published from May to October and mailed north.

A prototype has a centerpiece color photo on the front page and a scenic postcard-type picture in the upper left corner. Stories will include some of the most noteworthy of the papers' south Florida coverage and columns, as well as summaries of local news.

The paper has started to promote the edition through in-paper advertising and inserts in south Florida. ☐

Pentagon again declares national press pool a success

For the fourth consecutive time, a successful test of a national press pool has been conducted by the Pentagon. "Success" in these exercises is measured by the maintenance of secrecy beforehand, and that was accomplished in the Feb. 11-12 training exercise in Honduras, according to Pentagon officials.

The 12-member pool, composed of newspaper and broadcast members, was activated at 4 p.m. Feb. 11 and departed from Andrews Air Force Base near Washington, D.C. Members were flown first to Fort Bragg, N. C., then to Honduras where the 82nd Airborne participated in a parachute exercise.

The press pool approach to military coverage developed after newspapers and broadcast media protested their being barred from the 1983 invasion of Grenada. This was the fifth test of the pool concept and the first outside the United States since April 1985. That one failed the secrecy test as information about it was leaked beforehand. The next three pool tests were domestic, and secrecy was maintained in each [**presstime**, Sept. 1986, p. 45]. ☐

Recent acquisitions

Gozia-Driver Co. of Boerne, Texas, acquired The McCook (Neb.) Daily Gazette, circulation 10,175.

Stauffer Communications Inc. of Topeka, Kan., acquired The Daily Highlander, Lake Wales, Fla., circulation 5,335.

Ingersoll Publications Co. of Princeton, N.J., acquired The Courier-Tribune, Asheboro, N.C., daily circulation 18,123.

The Mooney family of Rome, Ga., acquired sole ownership of the Rome News-Tribune, daily circulation 25,000.

Phillips Media Inc. of Berryville, Ark., acquired the Le Mars (Iowa) Daily Sentinel, circulation 5,245.

David R. Jackson of Ludington, Mich., and members of his family acquired The Ludington Daily News, circulation 8,218.

Francis and Gene Stipe of McAlester, Okla., and Jim Monroe of Idabel, Okla., acquired The Mena (Ark.) Star, daily circulation 5,219, and the Tahlequah (Okla.) Pictorial Press, daily circulation 7,020.

The Johnstown (Pa.) Tribune Publishing Co. acquired The Columbia (Pa.) News, daily circulation 4,314. ☐

LAS VEGAS CONVENTION CENTER

ANPA/TEC 87

LAS VEGAS CONVENTION CENTER

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What: ANPA/TEC '87 — ANPA's 59th annual Technical Exposition and Conference.

The Exposition. ANPA/TEC hosts the most extensive display of newspaper and graphic arts systems, equipment and supplies in the world.

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When: June 6-10, 1987

Where: Las Vegas Convention Center

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David B. Ottaway

Aldo Zuccolillo

Bernard Rubin

Peggy D'Ambrogio

Single copies of the following speeches are available from the ANPA Public Affairs Department at The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041:

From the Challenging the Censors Conference, London, Jan. 16-18:

Barriers to Telling the Story: Hands-on Censorship
Juan-Luis Cebrian, editor-in-chief, El Pais, Madrid

Freedom of the Press: Some Industry Factors
Alejandro Junco de la Vega, editor, El Norte, Monterrey, Mexico

Censorship in the Arab World
Remarks presented on behalf of Ghassan Tueni, publisher and editor-in-chief, An-Nahar, Beirut, Lebanon, by Samir Atallah, editor, Al Mostagbal, Paris

Fighting Censorship in South Africa
Harvey W. Tyson, editor-in-chief, The Star, Johannesburg, South Africa

Trials and Tribulations of Third World Reporting
David B. Ottaway, diplomatic reporter, The Washington Post

Challenging the Censors
John Tusa, managing director/external services, British Broadcasting Corp., London

Selective Jamming: A New Way to Censor Broadcasting
Aldo Zuccolillo, director, ABC Color, Asunción, Paraguay

Beating the Censors: What Has Worked
Bernard Rubin, professor, School of Mass Communications/Public Relations, Boston University

From the International Newspaper Advertising and Marketing Executives 138th sales conference, Miami Beach, Jan. 25-28:

Our Future: Closer Than It Used To Be?
Harold W. Andersen, chairman and chief executive officer, Omaha World-Herald Co.

Setting Your Sales for Profit
President Craig C. Standen and other executives of the Newspaper Advertising Bureau, New York City

From the ANPA Labor and Personnel Relations Conference, Boca Raton, Fla., Jan. 11-13:

Planning for Employee Compensation Under the New Tax Structure
Peggy D'Ambrogio, business manager, Post-Bulletin Co., Rochester, Minn.

Management of Human Resources—An Unplanned Area of Management
George S. Odiorne, Harold D. Holder, professor of management, Eckerd College, St. Petersburg

ANPA Calendar

MARCH

Human Resource Strategies in the Newspaper Workshop sponsored by ANPA and the Newspaper Personnel Relations Association
Adam's Mark Hotel, Houston,
March 1-4

ANPA Advanced Management Workshop
St. Anthony Hotel, San Antonio,
March 2-4

ANPA Newspaper Packaging and Distribution Symposium II
Hyatt Regency O'Hare, Chicago,
March 3-5

ANPA Special Seminar for Publishers on Quality Assurance
The Newspaper Center, Reston, Va.,
March 3-5

ANPA Executive Committee meeting
National Press Building, Washington,
D.C., March 5

ANPA Government Affairs Committee meeting
J. W. Marriott, Washington, D.C.,
March 5-6

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va.,
March 9-13

ANPA Postal Committee meeting
The Sheraton Grand on Capitol Hill,
Washington, D.C., March 10-11

ANPA Total Newspaper Conference
Don CeSar Hotel, St. Petersburg,
March 15-18

ANPA Newspaper Quality Control Seminar
The Newspaper Center, Reston, Va.,
March 16-20

ANPA Foundation Newspaper in Education Committee meeting
The Westin Hotel Chicago,
March 18

ANPA Telecommunications Committee meeting
The Willard International Hotel,
Washington, D.C., March 18-19

ANPA Foundation Newspaper in Education Conference
The Westin Hotel Chicago,
March 18-20

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.,
March 23-27

Managing People in the Circulation Department Workshop sponsored by ANPA, the International Circulation Managers Association and NPRA
Omni International Hotel, Miami,
March 30-April 1

APRIL

ANPA Newspaper Color Scanner Operation Seminar
The Newspaper Center, Reston, Va.,
April 6-10

ANPA Quality Control Seminar
The Newspaper Center, Reston, Va.,
April 13-17

ANPA Strategic Human Resource Planning Workshop
Crystal Gateway Marriott, Washington,
D.C., April 23-25

ANPA Advanced Offset Press Operations Seminar
The Newspaper Center, Reston, Va.,
April 27-May 1

ANPA Newspaper Process Camera Techniques Seminar
The Newspaper Center, Reston, Va.,
April 27-May 1

MAY

ANPA Pre-Convention Board of Directors and Foundation Trustees meetings
The Waldorf-Astoria, New York City,
May 2

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
The Waldorf-Astoria, New York City,
May 2

ANPA Human Resources Committee meeting
The Waldorf-Astoria, New York City,
May 3

ANPA Circulation and Readership Committee meeting
The Waldorf-Astoria, New York City,
May 3

ANPA

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Ferré, Warren to be nominated as directors

Two new ANPA directors will be elected at the Association's annual business meeting May 5 during the ANPA Convention in New York City.

The Nominating Committee, chaired by Richard J.V. Johnson, president of the Houston Chronicle, will nominate Antonio Luis Ferré, president and publisher of El Nuevo Dia of San Juan, Puerto Rico; and Richard J. Warren, vice president/editor and publisher of the Bangor (Maine) Daily News, for two-year terms [**presstime**, Jan. 1987, p. 70].

Antonio Luis Ferré

Richard J. Warren

A member of the ANPA Circulation and Readership Committee, Ferré also serves on the Governor's Economic Advisory Council of Puerto Rico and on the boards of American Airlines and Banco de Ponce. He is vice chairman and consultant to the Puerto Rican Cement Co., a company he formerly served as president and chairman. He has been president of the Puerto Rico Manufacturers Association.

Ferré received a bachelor's degree from Amherst College and a master's in business administration from Harvard University. He also has studied at Dartmouth College and Lausanne University in Switzerland.

Warren, a member of the ANPA Government Affairs Committee, is immediate past president of the Maine Daily Newspaper Publishers Association and of the Bangor Action Committee of Fifty, a local economic development organization. He is president of Northeast Publishing Co. of Presque Isle, Maine, a subsidiary of Bangor Publishing Co., which owns six weekly newspapers and a commercial printing operation, and is a director of Rockland (Maine) Courier Gazette Co. He also serves on the Audit Committee of the Associated Press and on the Eastern Regional Advisory Board of the American Press Institute.

Warren is a trustee of the Eastern Maine Medical Center and a director of Merrill Trust Co. of Bangor. He received a bachelor's degree from Trinity College in Hartford, Conn., and attended the Small Company Management Program at the Harvard University Graduate School of Business Administration.

Also at the business meeting, two directors will be nominated for re-election to two-year terms: Donald E. Newhouse, president and general manager of The Star-Ledger in Newark, N.J., and Charles S. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va.

The terms of 13 directors do not expire this year. They are: Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc., Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York City; Charles T. Brumback, president and chief executive officer of the Chicago Tribune Co.; John J. Curley, president and chief executive officer of Gannett Co., Arlington, Va.; Robert F. Erburu, chairman and chief executive officer of The Times Mirror Co., Los Angeles; Edward W. Estlow, chairman of the Executive Committee of Scripps Howard, Denver; Jacques G. Francoeur, president of UniMedia Inc., Montreal; Sandra C. Hardy, vice president of Calkins Newspapers, Levittown, Pa.; Edwin L. Heminger, editor and publisher of The Courier, Findlay, Ohio; Joe Hladky, president and publisher of The Gazette Co., Cedar Rapids, Iowa; Uzal H. Martz Jr., president and publisher of the Pottsville (Pa.) Republican; John G. Montgomery, publisher of Montgomery Publications Inc., Junction City, Kan.; and James M. Moroney Jr., chairman of the executive committee of the A.H. Belo Corp., Dallas.

The customary tenure for directors is four consecutive two-year terms, which may be extended for those who are elected officers. Two directors who have reached the end of their tenure are Johnson of the Houston Chronicle and Charles M. Meredith III, publisher of The Free Press in Quakertown, Pa.

Alvah H. Chapman Jr., chairman and chief executive officer of Knight-Ridder Inc., who will step down as ANPA chairman and president at the Convention, will continue on the Board for another year and will serve as chairman of the 1987-88 Nominating Committee.

Making up the final four members of the 22-member Board are four current Board members who will be nominated at the May meeting for election to one-year terms as Association officers. They are: for chairman and president—George W. Wilson, president of the Concord (N.H.) Monitor; for vice chairman—Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times; for secretary—William H. Cowles 3rd, president and publisher of The Spokesman-Review and Spokane Chronicle; and for treasurer—Lloyd G. Schermer, chairman and chief executive officer of Lee Enterprises Inc. ☐

New presstime, ANPA writers named

Mary A. Anderson has joined **presstime** as a staff writer.

Mary A. Anderson

Dawn D. Murphy

She worked for five years as a daily newspaper reporter in Florida for the Fort Lauderdale News and Sun-Sentinel and The Ledger of Lakeland. She was awarded two Florida Bar Media Awards for articles written in 1983 and 1984.

Anderson earned a bachelor of arts degree in American studies at Stanford University and has a master's in journalism from Northwestern University.

Dawn D. Murphy joined ANPA's Technical Services Department as a publications coordinator and technical writer. Murphy has worked as a technical and graphic artist and as a publication specialist and coordinator for several firms in Northern Virginia and Maryland.

She earned a double major in art and anthropology at the University of Colorado and has a master's degree in anthropology from Catholic University, Washington, D.C. She is currently working for a master's in industrial psychology from George Mason University in Fairfax, Va.. ☐

Dole, Hart and Carter added to Convention speakers' list

Two potential 1988 presidential contenders and a former President will address ANPA's 100th Anniversary Convention May 3-6 in New York City.

Senate Minority Leader Robert J. Dole (R-Kan.) and former Sen. Gary Hart (D-Colo.) are scheduled to appear at the ANPA Lunch Tuesday, May 5.

President Jimmy Carter is scheduled to speak at the ANPA Lunch Wednesday.

Both Dole and Carter have addressed previous Conventions—in 1983 and 1978, respectively.

In another program development, Katherine W. Fanning, editor of The Christian Science Monitor, agreed to serve as moderator of the Tuesday morning general session on "The Next 100 Years." The segment will feature a panel discussion by leading writers and thinkers on what the great issues will be in the future.

And in a change of plans, the Tuesday morning general session and Newspaper Advertising Bureau annual meeting will be at the Convention hotel, The Waldorf-Astoria—not at Radio City Music Hall as previously announced (**presstime**, Jan. 1987, p. 70).

The Convention will begin with ceremonies Sunday at Castle Clinton, a national monument in Battery Park. Prior to the ceremonies, Knight-Ridder Inc. will sponsor an opening reception at the park at 4:30 p.m.

For families of Convention attendees, an optional breakfast at Sardi's and a tour of Lincoln Center has been scheduled on Monday.

Among the other peripheral events, The New York Times Co. will host a party Monday evening from 5:30 to 8:30 at The Metropolitan Museum of Art.

Special attractions will include the new Lila Acheson Wallace Wing, devoted to 20th Century art, and the Courtauld of impressionist and post-impressionist masterpieces.

An art critic for The New York Times and the museum staff will map out three different itineraries to help conventioneers tour the museum.

Convention registration and hotel reservation forms, which were mailed in February, must be returned to ANPA by March 30. After that date, hotel reservations will not be handled by ANPA. However, it will still be possible to register for the Convention at The Waldorf-Astoria the weekend before and during the event. □

Robert J. Dole

Gary Hart

Jimmy Carter

Katherine W. Fanning

Blue vinyl holders that store about 18 copies of presstime are available for $10 each. Send a check to "presstime holder," ANPA, The Newspaper Center, Box 17407 Dulles Airport, Washington, D.C. 20041.

New members

COLORADO SPRINGS GAZETTE TELEGRAPH

Colorado Springs (circulation 107,448) E. Roy Smith, publisher.

Gwinnett Daily News

Lawrenceville, Ga. (circulation 27,320). Thomas D. Jones, president.

The Leesville Daily Leader

Leesville, La. (circulation 8,011). E. C. Gensheimer, president.

The Sun News

Myrtle Beach, S.C. (circulation 26,496). J. Michael Pate, publisher.

DAILY SUN/POST

San Clemente, Calif. (circulation 7,600). Stanford Manning, publisher.

THE DAILY BANNER

Cambridge, Md. (circulation 7,541). Jim Pokrandt, publisher.

WIREGRASS TODAY

Dothan, Ala. (circulation 5,000). Wayne Chancey, publisher.

Grenada Sentinel-Star

Grenada, Miss. (circulation 4,942). Joseph Lee III, publisher.

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nineteen hundred eighty seven
THE YEAR OF THE READER

A good reason to turn off the tube more often this year

By congressional joint resolution and presidential proclamation, 1987 has been designated the "Year of the Reader."

The idea of a yearlong tribute to reading was the brainchild of Patricia Holt, book review editor of the San Francisco Chronicle.

Holt first advanced the notion two years ago when she was an advisor for the Library of Congress' Center for the Book.

Newspapers are getting involved in marking the year, according to John Y. Cole, director of the Center for the Book. Holt's paper was instrumental in establishing a Year of the Reader office, and the Chicago Tribune is providing support for a statewide celebration in Illinois, Cole says.

ANPA Foundation, which has its own literacy project, has embraced the observance. Says Assistant Director Linda B. Skover, "We'd hope that every year would be the 'Year of the Reader.' "

Newspaper numbers

7.4—percentage of newspaper newsroom staffers who have taken college meteorology classes to help them prepare weather stories.

10.81—average hourly dollar earnings of newspaper production workers in 1986.

45.86—average age of working members of the International Typographical Union in 1985.

148 million—number of dollars the U.S. Postal Service received in 1986 for delivery of in-county, second-class mail. Just under $54 million came from the congressionally appropriated subsidy known as "revenue forgone."

2.8 million—number of metric tons of newspaper newsprint recycled in the United States in 1986.

IAPA attacks 'lawlessness' close to home

The Inter American Press Association monitors press freedom in the Western Hemisphere and usually is seen championing the causes of beleaguered Latin American newspapers. Recently, however, it found a cause a few hundred miles *north* of its Miami headquarters.

In a protest telegram to South Carolina Gov. Carroll A. Campbell Jr., IAPA President Alejandro Miro Quesada, editor and publisher of El Comercio of Lima, Peru, said the organization was "shocked to learn of the state of lawlessness reported in McCormick County in your state, affecting the press freedom of the McCormick Messenger and its editor Ken Fortenberry."

Fortenberry and his family have been targets of harassment since he published articles about corruption in the local sheriff's office, shortly after purchasing the small weekly in 1985.

Edward Seaton, chairman of IAPA's Executive Committee, said he could not recall the last time IAPA got involved in such a case in the United States.

"We determined that this one looked a lot like cases we deal with involving individual newspapers outside the United States, and so decided, to be even-handed about it, we ought to treat this just like we would any other," said Seaton, publisher and editor in chief of The Manhattan (Kan.) Mercury.

An especially faithful reader

Peoria's oldest newspaper subscriber wouldn't dream of giving up her daily Journal Star. Now that the paper knows about her, it wouldn't dream of letting her pay for it.

Olive Alleshouse had wanted to reduce the term of her subscription to six months at a time because she was not sure how much longer she will be able to enjoy it. "As I am now past 104 and 1/2 years old, I may not be able to read the paper a year from now," she wrote in a letter to the paper.

The Journal Star ran an article quoting from the letter and from a subsequent interview with its oldest subscriber, and the story was picked up by the Associated Press. Soon, letters were arriving at the newspaper from people all over the country, offering to buy her a subscription.

What the Journal Star and AP stories did not say was that the newspaper had already decided to give her a subscription, says Managing Editor Marjorie Fanning.

Alleshouse considers her daily paper a necessity. "I've got to take the paper. I want to know what's going on in the world and you can't get it all from television," she wrote.

The retired teacher and librarian has been a widow since 1936. In 1956, she entered a retirement home. "Some ladies here share a paper," she told the Peoria daily, "but I want my own."

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